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# THE Publishers' Weekly

*The American* BOOK TRADE JOURNAL

VOL. CXXVI

OCTOBER 6, 1934

NO. 14



*Ready October 12th*

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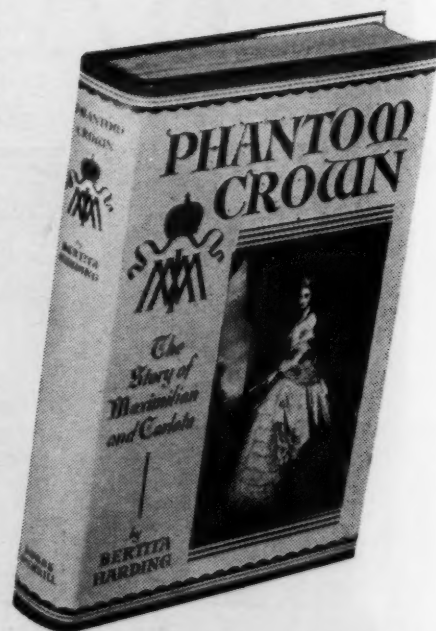
This superbly told story of Maximilian and Carlota of Mexico has received a chorus of praise from those who have received advance copies. For example:

**BLAIR NILES:** With dramatic power *Phantom Crown* tells the amazing story of Maximilian and Carlota of Mexico. The book proves my contention that an historic work may be at the same time authentic and so exciting that it is impossible to lay it aside until you have read it to the end.

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by  
*Bertita  
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### TITLE

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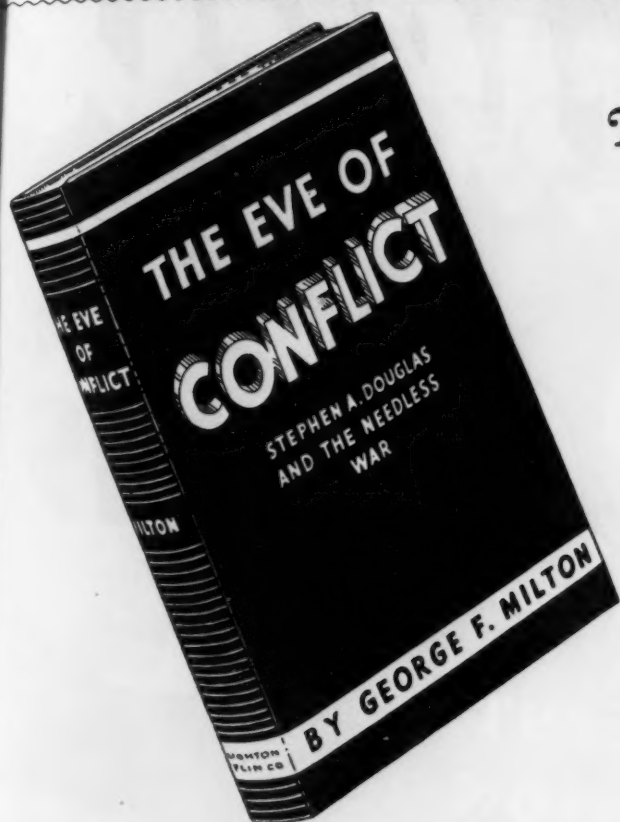
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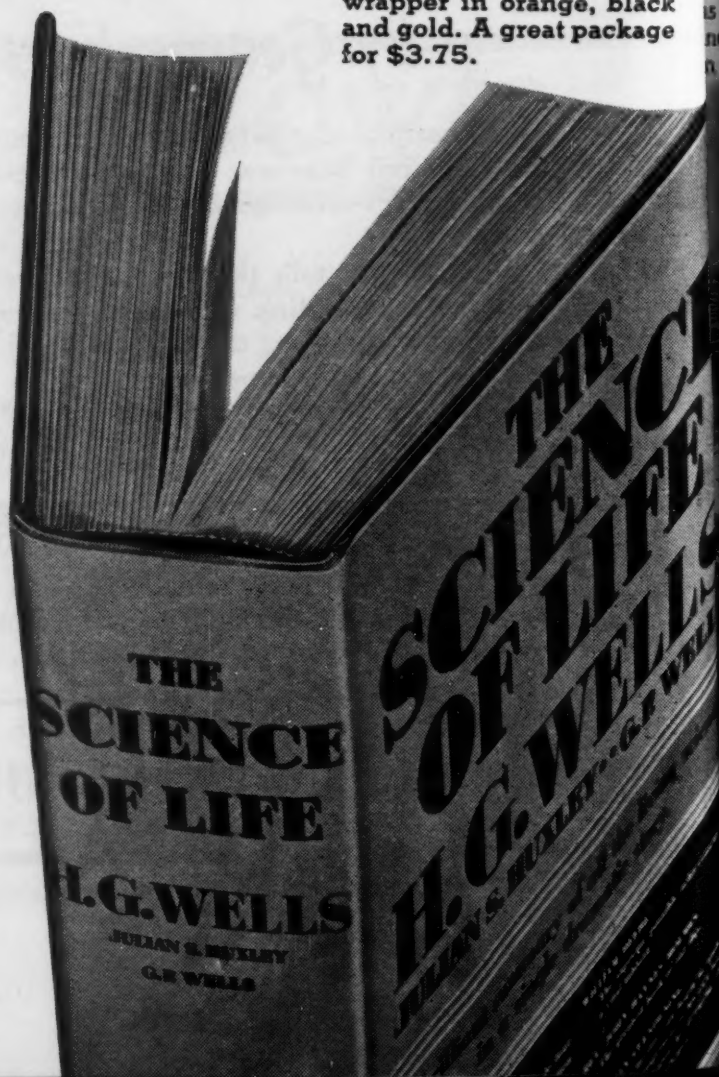
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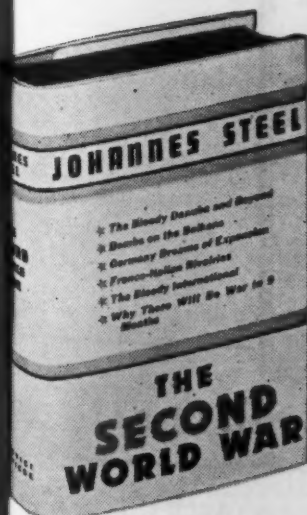
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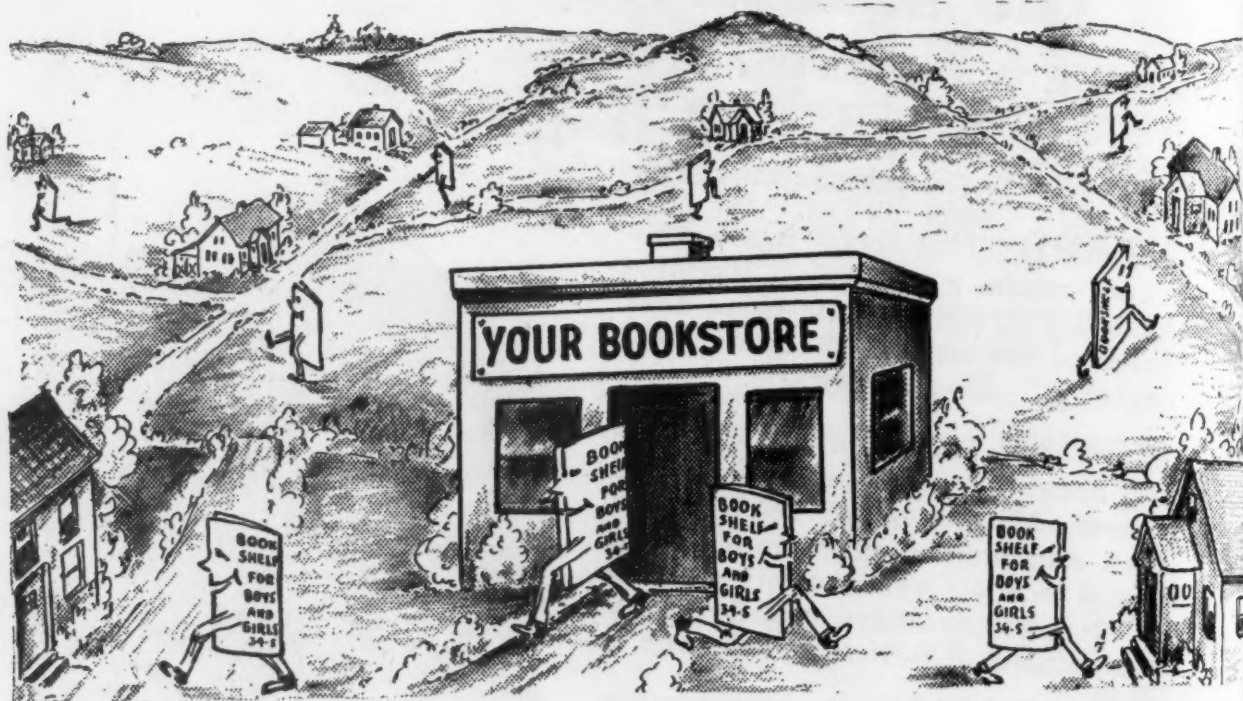
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*The "Genius"*  
*The Hand of the Potter*  
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When we call this novel "dramatic," we mean that its theme is big, that it sweeps through page after page crowded with people, events, emotional climaxes. A story of the middle class, the plain American people who grew up on American traditions, who brought their children up to be the heroes or cynics of wartime, or the "Lost Generation," or the rich malcontents of the early twenties, or the jobless of the thirties, it is something deep and compellingly true, something which no other American novelist has attempted. We believe it will be greeted as a vivid and important book.

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# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

OCTOBER 6, 1934

## Prize Awards for Student Libraries

*The Joint Board Will Work to Extend the Plan So Successfully  
Started at Swarthmore*

E. S. McCawley

*President of the E. S. McCawley Co. of Haverford, and President of the American Booksellers' Association*

IN THE CHAPTER "On Forming a Library" in his book "End Papers," A. Edward Newton tells how the first award for the best undergraduate library came to be made at Swarthmore College. We are in the habit of saying that this plan for encouraging young people to form their own personal libraries was Mr. Newton's own idea, but Mr. Newton says "It (the idea) is not mine: I am—to use a modern phrase—merely selling it. I hope I have advertised a good idea neatly." One afternoon, something less than half a dozen years ago, Professor Robert E. Spiller of Swarthmore brought a group of boys and girls, who were "taking English" under his direction, to see Mr. Newton's famous collection of rare books. The young people asked such intelligent questions that Mr. Newton was very much impressed. "How on earth did you arouse in these young people such an interest in books?" he asked the professor. "And then he let me into a secret.

"It appears that several years ago a gentleman, now dead, conceived the idea of giving to Swarthmore College a small sum of money—fifty dollars, I think it was—each year, to be awarded as a prize to the student, man or woman, who during his or her term at college formed the best collection of books. . . . Unfortunately, at the death of the originator of the scheme it was found that no provision had been made for carrying on the idea, and it was feared that the pres-

ent year would be the last in which the prize would be awarded. Immediately it struck me that here was a way in which I might do much good with little money, as Benjamin Franklin once did. He once wrote a friend: 'I am not rich enough to afford *much* in good works, and so am obliged to be cunning and to make the most of a little.' The more I thought of this Swarthmore idea, as I called it, the more it appealed to me. How Franklin would have rejoiced at the idea of perpetually making a book lover or several book lovers for so small a sum as fifty dollars! So I then and there told Spiller that I was prepared to carry on the plan, taking care that the scheme should not lapse at my death. President Aydelotte was made acquainted with my offer, accepted it, and the deed was done.

"The idea of making the award permanent seemed to make it advisable to formulate a set of rules. With these I wished to have nothing to do, for I am, personally, an unruly fellow. It seemed, however, necessary to consider some standards to which those entering the competition might be referred, and the following ideas were suggested by those having the matter in charge.

"That an award of fifty dollars should be made annually to the student who, during an agreed-upon term, had

(a) Formed the best, not the largest, collection of books in one or more depart-



ments in which the student was specializing, be it literature, chemistry, engineering, or what not.

(b) Given evidence by the selection and care of his books of his appreciation of the joy of ownership. It was recognized that few, if any, students can, while at college, afford the luxury of first editions, but well-edited editions printed by responsible publishers are always to be preferred to showy books made to sell rather than to be read.

(c) Could pass reasonably well an oral examination upon his library and who knew why the edition he had selected was to be preferred to some other.

"The idea can be made of great and lasting benefit and delight to those who in the formative years learn the joy of having a collection of books of one's own. And there is no college so poor as not to have a man, or group of men, who will bind themselves to give every year fifty or a hundred dollars for the purpose indicated; and the scheme can be developed indefinitely. God forbid that I should say a word against a public library, but nothing will take the place of a rack or a shelf full of books by one's own chair, close to a well-adjusted light, whether it be a lamp or a window. Everyone's shelf will contain different books, and the books which give joy to youth may not delight age, but the pleasure of reading continues. The habit firmly established, enables one to endure, if need be, misfortune and even disgrace."

For four years these fifty dollar prizes have been awarded at Swarthmore. And other colleges have been inspired by Mr. Newton's example. Marion E. Dodd of the Hampshire Bookshop was the first to follow Mr. Newton's example. The shop has made awards at Smith for the past three years. This year there were forty-two entries and William Allan Neilson, President of Smith College, made the announcement with the other college awards. In presenting the award he announced that he was amazed at the extent and variety of the books found in the girls' libraries. The libraries submitted at Smith are judged on their value as practical college reference libraries; as indicating discriminating judgment in collecting books; and as to their value as the nucleus for a personal library after college.

Ernest Dawson of Dawson's Bookshop has

made awards for three years at the University of California at Los Angeles. Geraldine Gordon of the Hathaway House Bookshop started a similar award at Wellesley this year. Miss Gordon suggests that the contest close just before the spring vacation, as many students like to take most of their books home with them when the winter term closes. The conditions for the award at Wellesley are similar to those at Smith. The following points will be taken into consideration in awarding the prize: value as a practical working library in relation to the major subject of the student owner; value as the nucleus for a permanent personal library; indication of discriminating judgment in collecting books. Though rare editions and fine bindings are interesting and desirable, they are of secondary importance in this contest. Nor will quantity be a determining factor in the award.

This year an anonymous donor has presented the University of California at Berkeley with a gift of \$1,000 for the establishment of an annual prize to be awarded to the senior student who has succeeded in building up the best personal library during his undergraduate years and who gives evidence of having read the books for pleasure. The rules of the contest specify that the books shall be non-technical and that not more than \$10 in any one year shall be expended upon the books presented. The physical condition of the volumes presented will be considered, as well as good editions, translations and other factors. W. H. Winterrowd, President of the Franklin Railway Supply Co., will give a prize next year at Purdue University. In announcing the award he writes: "After many conversations with my good friend, A. Edward Newton, I decided early this year to donate an annual prize at Purdue University for the best collection of books acquired by a student during his or her term at the University. . . . For many years, I have felt that too little has been done in engineering schools to inculcate the love of good books and good literature in the minds of students, so when A. Edward Newton explained the Swarthmore idea to me I decided to try the scheme at Purdue University, and I shall watch the results with a great deal of interest." All these donors have been directly inspired by Mr. Newton; and Mr. Newton has himself recently established a Newton Prize Award at Haverford College.

During the past summer the Joint Board of Publishers and Booksellers has taken great interest in the idea and has now appointed a special committee composed of Henry Hoyns, Eugene Reynal and the writer of this article to investigate what has been done and to put these facts before booksellers, publishers and educational institutions in order to obtain wider attention to the building of libraries by students during their undergraduate years.

In the spirit in which Mr. Newton established his prize, the Joint Board states that it is not the purpose of the members of the committee to suggest stereotyped collecting of the classics, or in any way to prevent highly individual selections on the part of entrants into such contests; rather it is their hope that there will be a decided evidence of personal taste in the collection. Specialization along definite lines would naturally be expected, and due weight should be given in making awards to the care with which a specialty has been followed.

In attempting to correlate effort and to secure some standards of practice in holding such contests in various institutions it might be assumed the following points are fundamental:

That the purpose of the prize is to foster an interest in good books.

That the personal library should have as its nucleus books of a general cultural nature, and that a weighted factor be allowed for a special interest.

That the books must be the bona fide property of the contestant, and that evidence must be present that they have been read with pleasure and profit.

The following conditions for the contest are suggested:

### *The XYZ Prize*

Presented by .....

Awarded annually to that senior who during his or her four years of college has collected the best personal library.

The judges, three in number, to be appointed by the president of the college and the head of the Department of English.

The books must contain a suitable personal book-plate or personal ownership inscription.

The student submitting a collection of books for entry in the contest must satisfy the judges either by personal interview or

other evidence of his real interest in his library and reasons for his choices, such interview being possibly the best method of determining the value behind the collection.

No library award shall be settled on fewer than fifty books.

Eliminations may be made in advance of the final judging if necessary, but a suitable number of libraries for a final decision should be judged and exhibited at some suitable public gathering place in the college so that non-competitors may see the actual collections.

The money value of the collection shall not be a weighted factor in the final judging, otherwise the real book lover of modest means is penalized at the start. The deciding factor should be the enthusiasm and real intelligence shown in the choice of subject matter as evidenced by the personal interviews.

The Joint Board feels that there might even be a sufficient response from schools and colleges throughout the country so that a national award might be made for the best undergraduate library selected from the winners of local or sectional awards by a committee of judges. Winners of each college contest would submit a complete list of their books, giving title of book, author and publisher and edition, if important, with any pertinent notes such as "autographed copy," "special binding," etc., together with a brief essay giving his reasons for his selection. There would be unquestioned public interest in a composite list of several hundred books representative of the taste and interest of college men and women in America.

The Joint Board urges booksellers in college towns to call the attention of members of the faculty and college librarians to the plan.

For general information the usual prize offered is \$50 in books.

Speaking as President of the American Booksellers' Association and a member of the Joint Board of Publishers and Booksellers, I feel that in promotional efforts of this nature lies a real progress for booksellers and publishers in gaining lifelong friends for both branches of the industry, as well as a purely altruistic effort to widen cultural and literary horizons for the men and women of America during their college years.



# Suggestions for a Hobby Show

## *Book Week Offers an Opportunity for Interesting the Entire Community*

THIS YEAR'S Book Week program, with its slogan "Ride the Book Trail to Knowledge and Adventure," offers a peculiarly adaptable program for arousing community interest, and it is therefore greatly to the advantage of any bookstore to enter actively into the observance of the Week. The National Association of Book Publishers is suggesting that Book Week activities be centered about hobby shows, conducted by schools, libraries or bookstores, and suggests that they be called Hobbyhorse Book Shows for Children.

Booksellers may perhaps feel that a hobby show is an undertaking too ambitious to be tried. That such a show entails a good deal of preparation is certain, but it is more than possible that the results will more than compensate the effort. For interest in hobbies is universal, extending to the non-bookish and bookish alike, and a hobby show, you may be certain, will attract visitors to the store who have never before been inside its doors. It would probably do no bookstore harm to let its community know that its interests are not so specialized as the average non-bookish person would imagine.

Every bookstore that decides to have a hobby show for children must of necessity base its individual program on its particular equipment. The large store, able to afford a good deal of space and an adequate publicity appropriation, will, of course, be able to put on a more elaborate show than the smaller store. But every store, large or small, should be able to make something of permanent value out of Book Week.

The first essential, naturally, is a well-arranged and thoroughly thought out program. Every show should be built around the activities of the children themselves, and should include exhibits of actual hobbies of children in the neighborhood. These will attract more attention than any kind of elaborate prepared display. Just as newspapers find that names increase circulation and make a point of printing the names of as many local persons as possible, so will

the promoter of a hobby show discover that the inclusion of local children will increase interest. Not only may the children be invited to display their own hobbies, but they may be given an actual part in organizing and running the show. Window displays and posters made by children may be used for advance publicity, and such groups as the Boy Scouts or the Girl Scouts or similar organizations may be invited to act as hosts and hostesses, guards and ushers during the show itself. The Scouts may be given a special portion of the exhibit space to use for their own hobbies or they may be asked to act as assistants to the shop in gathering material, setting up booths and performing other errands.

A second essential is community cooperation. A properly conceived hobby show can be made into an event which will enlist the interest of the entire neighborhood. To this end service organizations such as the Rotary Club can be counted on for support if approached in the correct manner. Support may also be secured from Parent-Teacher Associations, Women's Clubs, etc. With the support of these groups newspaper publicity will be assured.

The large store, particularly one with a room which can be used as an auditorium, will probably find it possible to hold the show right in the store, which is the best possible place for it. Besides the exhibits, it will probably be to advantage to arrange a program including speakers on various kinds of hobbies: a well-known stamp collector, a mineralogist, an airplane pilot or designer, famous athletes or sportsmen, a magician, or devotees of any number of other hobbies. On such a program there should be provision for at least one speaker who will point out the connection between books and hobbies and who will explain how the hobbyist may best go about finding the information he wants in books.

The store with a limited amount of space which wants to put on a complete show will probably find it necessary to hold the show in another location, either renting a



vacant store for the Week or securing permission to hold the show in some public building such as a school, town hall or club room. An alternative is to divide the Week into separate days and feature different hobbies each day.

No matter where or how the show is held, it will be essential to have on display a complete stock of hobby books of all kinds, and besides these a display of general books which may be connected with hobbies. An exhibit of ship models calls for a display of novels and books about the sea as well as the more technical volumes telling how to make the models. Airplane books suggest "Little America," "We" and other books about aviators and aviation. Other hobbies will suggest other books. The essential thing is to arouse interest through the hobbies and when it is aroused to transfer a little part of it to books.

Probably the best way of displaying the books is to group them around the exhibits themselves. The N.A.B.P. suggests that the children's exhibits be grouped with the books which each boy or girl has found useful and others suggested by the librarian or bookseller. Each individual display, it is suggested, should be accompanied with the girl's or boy's name, age, grade in school, or by a brief letter written by the child telling how he happened to choose the hobby and how books have helped make it interesting.

There are numerous tie-ups which suggest themselves. It is quite possible that a shop which wants to put on an elaborate show but cannot finance it alone can get a co-sponsor with mutual benefit. In a smaller town the newspaper might be approached. A home newspaper often welcomes the opportunity to sponsor community events, and might easily be willing to assume partial responsibility for the show. In any case local merchants will probably be eager to contribute displays of the material used for hobbies. Hardware stores, stamp dealers,

sporting goods stores and toy stores are all real possibilities.

There have been numerous examples recently of the interest that may be aroused through hobbies. In the *Publishers' Weekly* for November 11, 1933, Daniel F. Waugh of Burroughs Brothers in Cleveland told how that store had been able to build up a very profitable stamp department. "We believe absolutely," Mr. Waugh said, "that if the proper attention is given to it a stamp department will prove an invaluable producer of sales in a bookstore as well as a constant attraction for buyers of other things." Mr. Waugh found that it was very easy to interest the stamp buyer in atlases, histories and other books and he discovered that parents who came in with their children for stamps were exceedingly interested in the other parts of the bookstore as well.

Miller's in Atlanta, Georgia, through a demand from one or two boys in the neighborhood for airplane models, has built up a very successful department selling model planes, airplane kits, and airplane materials. This department is not only a successful sideline in itself, but it serves as an excellent leader to the children's book business, bringing hundreds of boys into the store every week. This hobby department was described in the *Publishers' Weekly* for April 14, 1934. Miller's has held model airplane contests and has formed the Atlanta Model Airplane Club with more than 100 members. The effect on the book business was shown during the first Christmas after the formation of the club when there was a great increase not only in the number of books sold on aviation topics but in the number of sales to boys generally.

With this general interest proved and the possibility of securing the high regard of the community, to say nothing of potentially increased sales, there should be great interest among booksellers in the hobby show idea.

*The Children's Book Week Number of the "Weekly," coming October 20, will contain a number of interesting articles on children's hobbies and on general topics. Anne Carroll Moore, head of the children's department of the New York Public Library; May Masee, children's editor for the Viking Press, and Edwin T. Hamilton, author of a number of books on handicrafts, will be among the contributors*

# THE Publishers' Weekly

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## EDITORS

FREDERIC G. MELCHER

SANFORD COBB

ALBERT R. CRONE . . . . .

LOUIS C. GREENE . . . . .

MILDRED C. SMITH

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Publications Manager

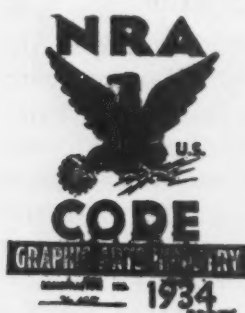
Advertising Manager

October 6, 1934

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Code Stands Approved

THE PUBLISHERS' CODE is signed and operative on October 15th. The 15 months' task



is completed and a new type of trade coordination begun. For their unflagging zeal on the common problem the trade owes its hearty thanks to the leaders who stayed by this vital but worrisome task until the finish. A national

trade emergency required drastic treatment, and the struggle to create sounder conditions, fair to all, under which business rebuilding could be undertaken has been a hard task. No records will ever show how many suggestions were studied, how many clauses were drafted, how many conferences held.

As the industry reads the long document it may wonder if the document has been worth the pain. Perhaps not if the work is considered complete as it stands, but if we reckon that this may be the beginning of new stabilized methods of doing business and if we consider that better trade practices may, in the future, be made common practice by

the Code methods the foundations now laid become vastly more significant.

The trade can now study its new guideposts. Next week we shall print the Subscription Publishers' Code.

In the meantime the whole trade thanks its leaders for unselfish and devoted work and should not fail to express them.

## Unfavorable Impression

THE 95c BOOK PLAN of New Books, Inc., was formally introduced to the public in full page spreads in the *Times* and *Herald Tribune* on September 30th. The impression it has made on the booktrade, both publishers and retailers, is decidedly unfavorable. The core of the argument in favor of buying books by the year in advance, sight unseen, is this:

"Under such a creaky and speculative system of publishing (as exists today) is there any wonder that the prices of \$2, \$3 and even \$5 have become necessary when books are left to find their market by the ordinary haphazard way."

The price of new books is always of interest to the public, and no industry has so many times laid the facts of its existence before the public as has the booktrade. But no publisher has yet proved that new books of general character can be issued without some risks, and those risks must necessarily translate themselves into small editions in the case of many books. After the plate cost, reasonable return to authors of royalty, etc. have been covered by the marketing of the original edition, the low-priced reprints can appear. Is that not, after all, the sound method of proceeding? New Books, Inc. states in its announcement that it intends to sell the same books later at a higher price, therefore admitting that some part of the public must pay a \$2 or \$3 price to cover the cost of plates and of a larger author's royalty.

The advertisement states that the company will "enlist the cooperation of a publishing house with a reputation for bringing out really good books of variety and interest in many fields" (Smith & Haas). This brings the selection down to the lists of one publisher with only a small possibility of interesting other publishers in the plan. The subscribers have no assurance of jury action and are asked to try the plan out without any real conception of the quality of the books to be offered. With the wide variety



of known successes and classics available at 75c and \$1 and in the *Modern Library*, the appeal of such an offer is doubtful.

As the announcement appeared in the *Times* and *Tribune* it was given the important first right-hand advertisement page, thus giving the impression that all the advertising which followed was affected by this announcement, and suggesting, as did earlier campaigns for \$1 new fiction and 50c paper books, that a new era in publishing was about to arrive for all books.

Publishers in general are turning their best efforts toward keeping the prices of new books and of reprints at their present level in the face of rising costs.

### Price Controversies Increase

THE MOST RECENT bulletin of the Book Manufacturers' Institute outlining principles for cost finding has added to the disturbed feeling of book publishers who find in the several steps that have been taken a promise of steadily increasing cost in production.

The first step of the Institute was to bring forward last April a schedule of prices which were in theory cost schedules below which they could not be quoted, but which, according to the publisher's analysis, were really minimum prices artificially raising the cost of book manufacture. These schedules were withdrawn in April, but brought forward again in August by General Johnson. As approved, there was a provision that the book plants could use this schedule of costs or their own established methods of costing if these were methods approved by the Book Manufacturers' Institute. This provision seemed to be a safeguard to publishers, but only for a short time, as the Institute then issued general principles of cost finding by which it would measure the costing methods of any plant which are enough different from those in common use to throw out of consideration long established costing methods and confirms the effect of making the

schedules of August 14 uniform minimum prices.

Book publishers find that the effect of all this is to prevent the owner of the efficient plant from quoting as low as he would like to quote on processes on which he has a low cost of operation and to prevent any plant from taking staple orders or short runs with which to keep a plant busy. The penalty thus imposed is heavily against short runs which will prevent many books from being reprinted. It seems likely that there will be a long period of price controversy as the full effect of these new schedules is felt, following the rigid questionnaire on shop methods submitted by the Book Manufacturers' Institute on September 24 to all its members.

### Wanted: A Slogan

ONE OF THE several important projects that have been before the Joint Board of Publishers and Booksellers this year is the development of an extended program emphasizing the home ownership of books, which will be the central theme of the mid-winter campaign. In connection with this program the Board is desirous of getting a slogan which can be supplied in window strips and used in other ways that will emphasize book ownership.

The best slogan so far submitted is "Your Home Is Known by the Books You Own." This slogan is here printed at the request of the Board, as it desires the comments and suggestions of both publishers and booksellers. Such suggestions approving this slogan or submitting others should be sent to Marjorie Griesser, Secretary of the Joint Board of Publishers and Booksellers, at 347 Fifth Avenue, New York. As the development of this plan is important to the entire trade, Henry Hoyns, as chairman of the sub-committee working on this campaign, is hoping for a widespread response.

Your Home is Known

by the Books You Own



# News of the Week

## Book Publishing Code is Signed

*Basic and Four Divisional Codes Are First to Be Signed by New Administrator*

AFTER TRAVELING a long road from June, 1933 to October 1, 1934, the code for book publishing has been approved and the efforts of the leaders in the industry to provide the trade with uniform standards of fair practice have been made effective.

The document now signed includes a basic code for the industry with a governing committee of five whose powers have to do with the coordination of the divisional codes and the uniform enforcement of provisions of labor, hours, etc., which cover all divisions. It also includes five divisional codes for Trade Book Publishing, with Morgan Shuster as chairman; Subscription and Mail-Order Publishing and Distributing, John O'Connor, chairman; Medical Publishing, W. D. Watson, chairman; Bible Publishing, William K. Holman, chairman; Play Publishing, Theodore Johnson, chairman.

The Textbook Code, which has been drawn up in careful detail, had not as yet been approved and there is no code for Law Book Publishing, although the law book publishers' group, of which Homer Clark of the West Publishing Company has been chairman, has been represented at many of the meetings.

The Book Publishing Code has been pushed slowly but steadily forward by coordinating committees representing all these groups, of which W. Morgan Shuster, President of D. Appleton-Century Company, has acted as chairman. Bringing about final agreement on the code was complicated because of the divisional character of the publishing industry and the lack of a model for a general basic code of this character. There was delay also because of several clauses in one code or another which came up for special discussion and the problems involved in the code for Textbook Publishing, which was drawn into political discussion on the floor of the House.

The original purposes of the NRA were to relieve unemployment and stabilize wages by the establishment of maximum hours and

minimum wages and the encouragement of better conditions in industry, allowing each group to come together and agree on standards of fair practice under which it might expect to rebuild business. Such agreements have been impossible prior to the passage of this act.

The Publishing Code as it now emerges has the NRA's standard agreements on wages and hours as well as provisions for collective bargaining between employer and employee. It also embodies careful winnowing of the proposals that seem most likely to insure sound practice in the industry and provision for additions to these rules of fair trading as time goes on.

During its final steps through the various Advisory Committees the Code has had the advantage of the interested guidance of the recently appointed deputy administrator, P. A. Murkland, formerly vice president of the Sears Publishing Company, who came to NRA headquarters at a fortunate time. Since the hearings on the Code last spring the various boards representing labor, consumers, the Legal Division and others have been studying the testimony presented on the points under discussion, and in the last month Mr. Murkland has had the responsibility of taking up such objections as were raised by these various boards and reconsidering them with W. Morgan Shuster, Chairman of the Joint Committee of publishers and the Divisional Chairmen. Gradually the difficulties have been resolved, and agreements reached with regard to the disputed points.

The Trade Publishers' section leaves out, under present NRA rules, all reference to discounts, except to specify that organized groups as listed shall be the only ones to receive any discounts, thus eliminating the giving of discounts to individuals because of personal relationships. The trade publishers found no adequate solution through the code of their difficulty with some magazine publishers as to the rights of unit publication

which book publishers believe should belong in their contract. The provision finally included (Rule 32) cures nothing. This controversy must be settled by other methods.

The Trade Division Code puts into effect important sections which provide for a uniform observance of the best trade practice with regard to remainders, reprints, observance of publication dates and other matters which have been under recent discussion. The final revision of the text on publication dates forbids publishers to sell to dealers who are known to have broken the announced date of publication. This puts upon the publisher the responsibility of investigating complaints against dealers and acting when such complaints have been verified.

One of the most serious difficulties was the question of the exemption of the field canvassers and collectors of subscription publishers from the wage and hour provision. This has been a point of dispute over many months. The Labor Advisory Board has insisted that no form of labor should be exempted from the minimum provision of hours and wages. Subscription book pub-

lishers have presented extensive data showing they could not control the hours of canvassers and that all methods of fixing minimum wages for canvassers had proved that people, however cautiously selected, would become slackers on the job until the publisher's patience was exhausted, then they would move off to another canvassing. The Assistant Administrator of NRA finally accepted the arguments which John J. O'Connor, Chairman of the Subscription Publishers and Mail-Order Division, had so carefully prepared and is allowing this type of exemption to stand in the code.

The Division governing Textbook Publishers was involved in political controversy on the floor of Congress before the session closed and has had more difficulty than any other division in passing all the various boards of review though it seems a sound document without any feature that would adversely affect the consumer. The Basic Code will go into effect with provisions for textbook publishers to be added to the others as soon as this section is agreed upon and signed.

# Code of Fair Competition for the Book Publishing Industry

## Basic Code

### *Article I—Purposes*

TO EFFECT the policies of Title I of the National Industrial Recovery Act, this Code is established as a Code of Fair Competition for the Book Publishing Industry, and its provisions shall be standards of fair competition for such Industry and shall be binding upon every member thereof.

### *Article II—Definitions*

SECTION 1. The terms "Book Publishing Industry" or "Industry" as used herein shall mean the business of publishing, contracting with authors for the publication of, acquiring copyrights of, and/or sales rights of, and/or contracting for printing and binding of single volumes or multiple-volume books.

SECTION 2. The term "Division" as used herein means such concerns or departments of concerns as may be engaged in the publishing of books in the different lines mentioned in Article VI, Section 1.

SECTION 3. The terms "Member of the Divisions" or "Member of the Division" or "Member of the Industry" as used herein includes, but without limitation, any individual, partnership, association, corporation, or other form of enterprise engaged in any of the Divisions, either as an employer or on his or its own behalf.



SECTION 4. The term "employee" as used herein includes any and all persons engaged in the industry, however compensated, except a member of the industry.

SECTION 5. The term "employer" as used herein includes anyone by whom such employee is compensated or employed.

SECTION 6. The term "Code Authority" as used herein is defined to mean the administrative agency of each Division.

SECTION 7. The term "Book Publishing Coordinating Board" or "Board" as used herein is defined to mean the coordinating agency of the Book Publishing Industry with such administrative powers and duties as are hereinafter expressly conferred upon it.

SECTION 8. The terms "Act" and "Administrator" as used herein mean, respectively, Title I of the National Industrial Recovery Act and the Administrator for Industrial Recovery.

SECTION 9. The term "President" as used herein means the President of the United States or any officer, agent, or employee to whom any of his functions have been or may be delegated pursuant to Section 2 (b) of the Act.

SECTION 10. The term "dealer" means any person, firm, association, or corporation, doing business at wholesale or retail, whether or not controlled by a member of the industry through stock ownership or otherwise, to whom or to which a member of the industry furnishes books in the course of distribution, for cash, on whole or partial credit, on consignment, or on any other arrangement or understanding.

SECTION 11. Population for the purposes of this Code shall be determined by reference to the latest Federal Census.

### *Article III—Hours*

SECTION 1. No employee shall be permitted to work in excess of forty (40) hours in any one week, or eight (8) hours in any twenty-four (24) hour period, beginning at midnight, except as herein otherwise provided. A normal work day shall not exceed eight (8) hours.

SECTION 2. A tolerance period not to exceed sixty-four (64) hours in any one year is allowed for employees indispensably necessary to the conduct of business during peak periods, during which time such employees may be permitted to work not to exceed forty-eight (48) hours per week; provided, however, that for any hours or fractions of hours worked in excess of eight (8) hours in any twenty-four (24) hour period any such employee shall be paid at the overtime rate of time and one-third.

SECTION 3. Employees engaged in maintenance or outside service work shall be permitted to work not more than forty-five (45) hours in any one week, or nine (9) hours in any twenty-four (24) hour period, beginning at midnight, except as herein otherwise provided. A normal work day for these employees shall not exceed nine (9) hours.

SECTION 4. The provisions of this Article shall not apply to persons employed in a managerial or executive capacity (including editors and lawyers) who earn regularly thirty-five (\$35.00) dollars per week, or more, or outside salesmen, nor to collectors when paid on a commission basis.

SECTION 5. No employee shall be permitted to work more than six (6) days in any seven (7) day period.

SECTION 6. No member of the industry shall knowingly permit any employee to work for any time which, when added to the time spent at work for another member of the industry exceeds the maximum permitted herein.

### *Article IV—Wages*

SECTION 1. Except as hereinafter provided, the minimum wage that shall be paid in the Divisions to any employee shall not be less than fifteen dollars (\$15.00) per week in any city of over 500,000 population, or in the immediate trade area thereof; nor less than fourteen dollars and fifty cents (\$14.50) per week in any city of between 250,000 and 500,000 population, or in the immediate trade area thereof; nor less than fourteen dollars (\$14.00) per week in any city or place of less than 250,000 population, or in the



immediate trade area thereof. The provisions of this Article shall not apply to outside salesmen and/or collectors when paid on a commission basis.

SECTION 2. No office boy, office girl, or messenger, shall be paid less than 80% of the minimum wage provided in Section 1 for the applicable population area.

SECTION 3. No employee who is engaged in part time work, aggregating less than six hours per day, shall be paid less than at the rate of forty (40) cents per hour; provided, however, that it shall constitute a violation of this Code for any member of the industry to split shifts or otherwise to deprive regular full-time employees of the benefits of such full time employment.

SECTION 4. This Article establishes minimum rates of pay which shall apply to all employees except outside salesmen and/or collectors when paid on a commission basis.

SECTION 5. No member of the industry shall reduce the weekly wages of an employee receiving above the minimum provided in this Article because the hours of work of such employee have been reduced under Article III of this Code.

SECTION 6. Female employees performing substantially the same work as male employees shall receive the same rate of pay as male employees.

SECTION 7. A person whose earning capacity is limited because of age, physical or mental handicap, or other infirmity may be employed on light work at a wage below the minimum established by this Code, if the employer obtains from the State Authority designated by the United States Department of Labor, a certificate authorizing such person's employment at such wages and for such hours as shall be stated in the certificate. Such authority shall be guided by the instructions of the United States Department of Labor in issuing certificates to such persons. Each member shall file monthly with the Code Authority, a list of all such persons employed by him, showing the wages paid to, and the maximum hours of work for such employee.

SECTION 8. No provision in this Code shall modify established practice or privileges as to vacation periods, leaves of absences, or temporary absences from work heretofore granted to employees.

SECTION 9. All members of this Industry shall make payment of all wages due in lawful currency or by negotiable check therefor, payable on demand at par. If wages are paid by check, the employer shall provide reasonably accessible facilities for cashing checks at face value without expense to the employee. Members shall also provide such identification as is necessary to utilize such facilities.

SECTION 10. Wages shall be payable at the end of each weekly period. Wages shall be exempt from any payment for pensions, insurance, or sick benefits except such as is voluntarily paid or authorized to be deducted by employees. Members or their agents shall not accept, directly or indirectly, rebates on such wages nor give anything of value or extend any favors to any person for the purpose of influencing rates of wages or working conditions of their employees.

SECTION 11. The provisions of the foregoing Section regarding payment of wages at the end of each weekly period shall not apply to persons employed in executive, administrative, and supervisory capacity who earn in excess of thirty-five dollars (\$35.00) per week, nor to persons employed in clerical or office work. The wages for persons employed in clerical or office work shall be payable at least semi-monthly.

### *Article V—General Labor Provisions*

SECTION 1. No person under eighteen (18) years of age shall be employed in the Industry except office boys, office girls, messengers, and the like. No person under sixteen (16) years of age shall be employed in the Industry in any capacity. In any State any member shall be deemed to have complied with the provisions as to age if he shall have on file a certificate or permit, duly signed by the Authority in such State empowered to issue employment or age certificates or permits showing that the employee is of the required age.

SECTION 2. (a) Employees shall have the right to organize and bargain collectively through representatives of their own choosing and shall be free from the interference,

restraint, or coercion of employers of labor, or their agents, in the designation of such representatives, or in self-organization or in other concerted activities for the purpose of collective bargaining or other mutual aid or protection.

(b) No employee and no one seeking employment shall be required as a condition of employment to join any company union or to refrain from joining, organizing, or assisting a labor organization of his own choosing, and

(c) Members shall comply with the maximum hours of labor, minimum rates of pay, and other conditions of employment approved or prescribed by the President.

SECTION 3. (a) No member of the Industry shall reclassify employees or duties of occupation performed, or engage in any other subterfuge, so as to defeat the purposes of provisions of the Act or of this Code.

(b) No employee now employed at rates in excess of the minimum shall be discharged and reemployed at a lower rate for the purpose of evading the provisions of this Code.

SECTION 4. Every member shall make reasonable provisions for the safety and health of employees during the hours and at the places of their employment. Standards for safety and health shall be submitted by the Code Authority to the Administrator within six months after the effective date of the Code. After approval, such standards shall become the minimum standards of safety and health for all members of this Industry.

SECTION 5. No provisions in this Code shall supersede any State or Federal Law which imposes on members more stringent requirements as to age of employees, wages, hours of work, or as to safety, health, sanitary or general working conditions, or insurance, or fire protection than are imposed by this Code.

SECTION 6. All members shall post and keep posted copies of this Code in conspicuous places accessible to all employees. Every member of the Industry shall comply with all rules and regulations relative to posting of provisions which may from time to time be prescribed by the Administrator.

SECTION 7. No employee shall be dismissed or demoted by reason of making a complaint or giving evidence with respect to an alleged violation of this Code.

### *Article VI—General Administrative Provisions*

SECTION 1. The Book Publishing Divisions, each of which shall be administered by a Code Authority established in accordance with the provisions of the divisional Codes, respectively, hereinafter referred to, are as follows:

- A. Bible Publishing Division.
- B. Law Book Publishing Division.
- C. Medical and Allied Book Publishing Division.
- D. Play and Dramatic Text Publishing Division.
- E. Subscription and Mail Order Book Publishing Division.
- F. Text Book Publishing Division.
- G. Trade Book Publishing Division.

(a) Definitions of the foregoing Divisions, and provisions applicable only to members of each Division, shall be contained in the several divisional Codes which shall constitute supplements hereto upon their approval by the Administrator.

(b) The provisions of this Code are basically applicable to and binding upon all members of the Book Publishing Industry. This Code may be referred to as the Basic Code for the Book Publishing Industry.

(c) Upon request of any trade association, organization, or group of employers, representative of the Law Book Publishers, the Book Publishing Coordinating Board may make application to the Administrator for amendment to this Code authorizing the inclusion herein of a Divisional Code for the Law Book Publishing Industry, and upon order by the Administrator the Divisional Code for the Law Book Publishing Industry shall be incorporated as a division of this Code.

(d) Upon approval of this Code, any Code of Fair Competition which may be approved for the Text Book Publishing Industry shall upon order of the Administrator,



be incorporated as a Division hereof with such modifications as may be necessary to secure conformity with the provisions of this Code.

(e) Where the nature of the business in which a member of the Industry is engaged, or the product or products it produces, would, under the definitions set forth in two or more divisional Codes subject such member to administration under more than one Code Authority, the Book Publishing Coordinating Board shall determine, subject to review of the Administrator, under which Code Authority or Code Authorities such member, or departments thereof are subject to administration; provided, however, that each such member shall be given equitable representation on each Code Authority to whose administration it may be then subjected, and that such member shall bear its equitable share of the costs of the administration by each such Code Authority.

(f) No member of a Code Authority or of the Book Publishing Coordinating Board shall sit in any proceeding involving any party with whom he is identified or connected in any way or in which he has any financial interest. In case of such disqualification, the Code Authority or the Board, as the case may be, shall designate a substitute to sit as a member ad hoc during the consideration and determination of such a proceeding.

SECTION 2. Subject to such rules and regulations as may be issued by the Administrator, each Code Authority shall have the following powers and duties:

(a) To insure the execution of the provisions of this Code insofar as it applies to its Division, and its own divisional Code concerning fair practice and distribution relating to its Division.

(b) To adopt by-laws and rules and regulations for its procedure.

(c) To obtain from members of its Division through a confidential agency such information and reports as are required for the administration of this Code and its divisional Code. In addition to information required to be submitted to the Code Authority, members of the Industry, subject to this Code, shall furnish such statistical information as the Administrator may deem necessary for the purposes recited in Section 3 (a) of the Act to such Federal and State agencies as he may designate; provided that nothing in this Code shall relieve any member of the Industry of any existing obligations to furnish reports to any government agency. No individual report shall be disclosed to any other member of the industry or any other party except to such governmental agencies as may be directed by the Administrator.

(d) To use such agencies as it deems proper for the carrying out of any of its activities provided for herein or in its divisional Code; provided that nothing herein shall relieve the Code Authority of its duties or responsibilities under this Code and such divisional Code and that such agencies shall at all times be subject to and comply with the provisions hereof.

(e) To be responsible for the payment of its Division's share of the expenses of administering this Code by the Board.

(f) To designate one of its members as a regular member of the Book Publishing Coordinating Board, established in Section 9 hereof, and to designate another of its members as an alternate member of said Board, who shall be entitled to sit upon said Board in the absence of the regular member.

In the event of any resignation or termination of membership on the Board of any member for any cause, the Code Authority originally designating such member shall designate his successor. The members of the Board and their alternates, shall be subject to recall and replacement by the respective Code Authorities designating such members.

SECTION 3. If the Administrator shall at any time determine that any action of a Code Authority or any agency thereof may be unfair or unjust or contrary to the public interest, the Administrator may require that such action be suspended to afford an opportunity for investigation of the merits of such action and for further consideration by a Code Authority or agency pending final action, which shall not be effected unless the Administrator approves or unless he shall fail to disapprove after 30 days' notice to him of intention to proceed with such action in its original or modified form.

SECTION 4. In order that the Code Authority shall at all times be truly representative



of its Division and in other respects comply with the provisions of the Act, the Administrator may prescribe such hearings as he may deem proper; and thereafter if he shall find that a Code Authority is not truly representative or does not in other respects comply with the provisions of the Act, he may require an appropriate modification of such Code Authority.

SECTION 5. Each trade or industrial association directly or indirectly participating in the selection or activities of the Code Authority shall (1) impose no inequitable restrictions on membership, and (2) submit to the Administrator true copies of its articles of association, by-laws, regulations, and any amendments when made thereto, together with such other information as to membership, organization, and activities as the Administrator may deem necessary to effectuate the purposes of the Act.

SECTION 6. (a) It being found necessary in order to support the administration of this Code and to maintain the standards of fair competition established hereunder and to effectuate the policy of the Act, each Code Authority is authorized:

1. To incur such reasonable obligations as are necessary and proper for the foregoing purposes, and to meet such obligations out of funds which may be raised as hereinafter provided and which shall be held in trust for the purposes of the Code;

2. To submit to the Administrator for his approval, subject to such notice and opportunity to be heard as he may deem necessary,

(a) an itemized budget of its estimated expenses for the foregoing purposes, and

(b) an equitable basis upon which the funds necessary to support such budget shall be contributed by members of the Division.

3. After such budget and basis of contribution have been approved by the Administrator, to determine and obtain equitable contribution as above set forth by all members of the Division, and to that end, if necessary, to institute legal proceedings therefor in its own name.

(b) Each member of the Division shall pay his or its equitable contribution to the expenses of the maintenance of the Code Authority, determined as hereinabove provided, and subject to rules and regulations pertaining thereto issued by the Administrator. Only members of the Industry complying with the Code and contributing to the expenses of its administration as hereinabove provided (unless duly exempted from making such contributions), shall be entitled to participate in the selection of members of the Code Authority or to receive the benefits of any of its voluntary activities or to make use of any emblem or insignia of the National Recovery Administration.

(c) The Code Authority shall neither incur nor pay any obligation substantially in excess of the amount thereof as estimated in its approved budget and shall in no event exceed the total amount contained in the approved budget except upon approval of the Administrator; and no subsequent budget shall contain any deficiency items for expenditures in excess of prior budget estimates except those which the Administrator shall have so approved.

SECTION 7. Nothing contained in this Code shall constitute the members of a Code Authority partners for any purpose. Nor shall any member of a Code Authority be liable in any manner to anyone for any act of any other member, officer, agent or employee of the Code Authority. Nor shall any member of a Code Authority exercising reasonable diligence in the conduct of his duties hereunder, be liable to anyone for any action or omission to act under this Code, except for his own wilful malfeasance or nonfeasance.

SECTION 8. Organization and Constitution of Book Publishing Coordinating Board.

(a) A National coordinating committee to be known as the Book Publishing Coordinating Board is hereby established.

(b) The Book Publishing Coordinating Board shall consist of not less than five (5) members, or such other number as may be necessary to provide one (1) member only on the Board for each Division.

(c) Each member of the Board shall have an equal vote upon all questions, motions, resolutions, or issues coming before said Board.

(d) In addition to membership as above provided, there may be three (3) members, without vote, to be known as Administration members to be appointed by the Administrator, to serve for such terms as he may specify, without expense to the Industry.

(e) The members of the Book Publishing Coordinating Board (other than the Administration members), shall be designated by the respective Code Authorities within thirty days after they shall severally be established under their respective Divisional Codes, and annually thereafter. Pending the completion of the Board by designations as aforesaid, any four or more members in office shall have all the powers of the full Board.

SECTION 9. Powers and duties of the Book Publishing Coordinating Board.

(a) The Book Publishing Coordinating Board shall have the power and duty, subject to such rules and regulations as may be issued by the Administrator, to insure the execution of the provisions of this Code relating to hours, wages, and conditions of employment, and to provide for the compliance of the Divisions with the provisions of the Act.

(b) The Book Publishing Coordinating Board shall have the further powers and duties, subject to such rules and regulations as may be issued by the Administrator:

1. To adopt by-laws and rules and regulations for its procedure and for the administration of the Code, in accordance with the powers herein granted, and to submit the same to the Administrator for his approval together with true copies of any amendments or additions when made thereto, minutes of meetings when held, and such other information concerning its activities as the Administrator may deem necessary to effect the purposes of the Act.

2. To obtain, through a confidential agency of its designation, from the Code Authorities such information and reports as are required for the administration of the Code; and to require the submission of such information and reports by members of the Industry to their respective Code Authorities in case such Code Authorities shall fail or refuse to collect such information and reports, or require such submission. All such information and reports shall be kept confidential and shall not be disclosed to any member of the Industry or any other party except to such Governmental agencies as may be directed by the Administrator, provided that summaries and compilations thereof which do not disclose the identity of any member of the Industry may be prepared and furnished to the Code Authority concerned.

3. To coordinate the rules and regulations of the Divisional Code Authorities concerning the administration of this Code and the several divisional Codes and to review and coordinate costing and accounting principles and methods, and trade practices, but only to the extent that such review or coordination will insure fair competition, and will not, except as otherwise herein provided, interfere with the functioning of the separate Code Authority for each Division.

4. To adjust differences that may arise between Divisional Code Authorities, or between a member of the Industry and a Code Authority to which such member is not subject or whose jurisdiction he disputes, or between members of the Industry subject to different Code Authorities, or different divisional Codes.

5. To represent any Code Authority and/or member of the Industry before the National Recovery Administration, when called upon so to do by such Code Authority or member of the Industry.

6. To incur such reasonable obligations as are necessary and proper for the discharge of its duties hereunder and to meet such obligations out of funds contributed by the several Code Authorities as hereinbefore provided. It shall prepare an itemized budget of its estimated expenses, together with a statement showing each Division's proposed share thereof, and shall submit the same to the several Code Authorities for inclusion in the budgets to be presented by them respectively to the Administrator for his approval as hereinbefore provided.

7. To make recommendations to the Administrator for the coordination of the administration of this Code with such other Codes, if any, as may be related to or affect members of the Industry.



8. To bring to the attention of the proper Code Authorities questions as to jurisdiction arising out of the definitions set forth in the Divisional Codes or discrepancies appearing in the provisions contained in the Divisional Codes, and to recommend to such Code Authorities the action to be taken with respect thereto.

9. To recommend to the Administrator any action or measures deemed advisable, including further fair trade practice provisions to govern members of the Industry in their relations with each other or with any other industry; measures for industrial planning, and stabilization of employment; and including modifications of this Code which shall become effective as part hereof upon approval by the Administrator after such notice and hearing as he may specify.

10. To appoint a trade practice committee which shall meet with the trade practice committees appointed under such other Codes as may be related to the Book Publishing Industry for the purpose of formulating fair trade practices to govern the relationships between members of the Industry under this Code and under such other Codes to the end that such fair trade practice may be proposed to the Administrator as amendments to this Code and such other Codes.

11. To use such agencies as it deems proper for the carrying out of any of its activities provided for herein, provided that nothing herein shall relieve the Board of its duties or responsibilities under this Code and that such agencies shall at all times be subject to and comply with the provisions hereof.

12. To provide appropriate facilities for arbitration for members of the Industry who may desire to use the same, and subject to the approval of the Administrator; also to prescribe rules of procedure to effect compliance with awards and determination of cases where such arbitration procedure may have been chosen by all members involved in any such arbitration proceeding.

13. The powers, authority and duties of the Book Publishing Coordinating Board relating to the administration of this Code shall be strictly limited to those hereinbefore specifically granted or imposed.

14. Nothing contained in this Code shall constitute the members of the Board partners for any purpose. Nor shall any member of the Board be liable in any manner to anyone for any act of any other member, officer, agent or employee of the Board. Nor shall any member of the Board, exercising reasonable diligence in the conduct of his duties hereunder, be liable to anyone for any action or omission to act under this Code, except for his own wilful malfeasance or nonfeasance.

### *Article VII—Modification*

SECTION 1. This Code and the Divisional Codes hereunder and all the provisions thereof are expressly made subject to the right of the President, in accordance with the provisions of subsection (b) of Section 10 of the Act, from time to time to cancel or modify any order, approval, license, rule, or regulation issued under Title I of said Act.

SECTION 2. Such of the provisions of this Code and the Divisional Codes hereunder as are not required to be included herein by the Act may, with the approval of the Administrator, be modified or eliminated in such manner as may be indicated by the needs of the Public, by changes in circumstances, or by experience. All the provisions of this Code and the Divisional Codes hereunder, unless so modified or eliminated, shall remain in effect until June 16, 1935.

### *Article VIII—Monopolies, Etc.*

No provision of this Code or of any divisional Code shall be so applied as to permit monopolies or monopolistic practices, or to eliminate, oppress, or discriminate against small enterprises.

### *Article IX—Price Increases*

Whereas the policy of the Act to increase real purchasing power will be made more difficult of consummation if prices of goods and services increase as rapidly as wages,



it is recognized that price increases except such as may be required to meet individual cost should be delayed, and when made such increases should, so far as possible, be limited to actual additional increases in the seller's cost.

### *Article X—Export Trade*

No provisions of this Code or any divisional Code relating to prices or terms of selling, shipping or marketing, shall apply to export trade or sales or shipments for export trade. "Export Trade" shall be as defined in the Export Trade Act adopted April 10, 1918.

### *Article XI—Effective Date*

This Code and each Divisional Code shall become effective on the second Monday after its approval by the Administrator.

## Divisional Code G.

### Trade Book Code

#### *Purposes*

TO EFFECTUATE the policies of Title I of the National Industrial Recovery Act, this Divisional Code is established as a Supplemental Code of Fair Competition for the Trade Book Publishing Division of the Book Publishing Industry, pursuant to the provisions of the Basic Code of Fair Competition for the said Book Publishing Industry, approved by the President of the United States on Oct. 1. All provisions of the said Basic Code which are not in conflict with the provisions of this Divisional Code are hereby specifically incorporated by reference in this Divisional Code and made part hereof. Such provisions of the Basic Code with the supplementing provisions of this code are the standards of fair competition for and are binding upon every member of the said Trade Book Publishing Division of the Book Publishing Industry.

#### *Article I—Definitions*

SECTION 1. The term "Trade Book Publishing Division" as used herein, includes the publication and sale of, the business of contracting with authors for, acquiring copyrights of, and contracting for the printing and binding of trade books, by those who distribute trade books predominantly to wholesale and retail outlets.

SECTION 2. The term "Trade Books" as used herein, includes all books sold primarily at retail, with the exception of books included in other divisions of the Basic Code.

SECTION 3. The term "Division" as used herein, shall include all members of the Division.

SECTION 4. The term "Dealer" as used herein, means any person, firm, association, or corporation, doing business at wholesale or retail, whether or not controlled by a member of the Division through stock ownership or otherwise, to whom or to which a member of the Division furnishes trade books in the course of distribution, for cash, on whole or partial credit, on consignment, or on any other arrangement or understanding.

SECTION 5. The term "Wholesaler" as used herein means a dealer who maintains a regular warehouse, carrying a general stock of books in sufficient volume to give general wholesale service to the retail trade.

SECTION 6. The term "Publication Date" as used herein, means the date of the formal release of a book by its publisher for resale by the retail trade.

SECTION 7. The term "Format" as used herein means (a) the size or shape of the page of a book; and/or (b) the color and pattern of the cloth used in the binding; and/or the stamping on the cover of a book.

## *Article II—Administrative Provisions*

SECTION 1. A Code Authority is hereby established for the Trade Book Publishing Division, consisting of nine persons to be elected by members of the Division by ballot (cast by registered mail or by proxy) from among the personnel of such members.

The sponsors of this Code, representing the majority of the members of the division, shall be known as the division's Temporary Code Authority (T. C. A.), and as such committee shall select a nominating committee of not less than three members, which shall cause ballots to be prepared containing the names of twenty nominees, not more than one of whom shall be from any one member of the division, including subsidiaries or affiliates thereof, with blank spaces for nine additional nominees. Said nominees shall be fairly representative of large and small publishers and of other groups in the Division.

The election shall be subject to such rules as the Administrator may prescribe. One vote for each office may be cast by each member of the Division, provided that not less than fifteen (15) days' notice of such election shall be given to all known members of the Division; provided further that the majority of the votes cast for each office shall represent companies whose total volume of trade book sales was more than one-half of the total volume of trade book sales of the Division in the calendar year next preceding the date of the election.

The term of office of elected members of the Code Authority shall be one year or until their successors are duly elected and qualified.

Subsequent elections shall be conducted in the same manner as above outlined, unless the Administrator, or the Code Authority, with the approval of the Administrator, shall decide that some other method is more desirable and effective in giving equal representation on the Code Authority to all members of the Division.

SECTION 2. In addition to membership as above provided, there may be one member, without vote, to be known as the Administration member, to be appointed by the Administrator to serve for such term as the Administrator may specify, without expense to the Division.

SECTION 3. The Code Authority shall appoint a subcommittee to consist of not less than three or more than five members, to confer with a committee selected under the rules to be made by the Administrator to act on all questions arising under this Divisional Code or otherwise, which may affect retail booksellers, and a similar subcommittee to act on all questions arising under this Divisional Code or otherwise, which may affect edition book manufacturers, and may appoint such other subcommittees as it may consider necessary to facilitate the administration of this Divisional Code and its relations with other individuals, groups, entities or organizations.

## *Article III—Trade Practice Rules*

RULE 1. No discounts from list prices shall be allowed on regular editions (whether original, cheaper edition or reprint) of trade books except to the following entities:

- (a) to wholesalers;
- (b) to retailers carrying a general stock of books;
- (c) to rental libraries;
- (d) to authors, underwriters and/or financial sponsors of their own books, and to publishing houses and/or their employees, but in no case for resale;
- (e) to book-clubs, state reading circles and subscription and mail order houses, for resale purposes only;
- (f) to public libraries, schools and school libraries, colleges and college libraries, church libraries, charitable organizations, and other public agencies for institutional and/or institutional library purposes only.

Special editions, except as provided in Rules 7 and 8, shall be in a different format from the regular trade edition, and shall not be sold in the wholesale and/or retail book trade.

Special editions shall not be deemed to include bona fide de luxe limited editions.

RULE 2. Without special written permission of the Code Authority, or of some



agency duly designated for such purpose by it, no cheaper edition than the original regular trade edition of any copyright non-fiction book may be issued until one year after its publication date in the United States, nor may a popular reprint thereof, to retail at one dollar or less, be issued until two years or more after date of its original publication without such permission.

RULE 3. A cheaper edition than the original regular trade edition of a copyright book of fiction or a popular reprint thereof may not be issued until one year after the original publication date.

RULE 4. In all cases cheaper editions of copyright books, retailing at one dollar or less, shall state plainly on the front or front flap of the jacket that the reduction in price has been possible by

(a) the use of plates made for an original edition at least ——— years ago and/or

(b) the acceptance by the author of a reduced royalty or some similar brief statement of fact approved by the Code Authority.

RULE 5. Any edition of a book included under Rules 2 and 3 of this Article which is to be reproduced in motion pictures or as a stage play before the lapse of time specified in said subheads, respectively, may be issued by the publisher (who may also lease plates to others for this purpose) if clearly marked "photoplay edition" or "dramatic edition"; provided, however, that in such case, complete credit or allowance shall be made to dealers, wholesale and/or retail, on such stock of the original edition as they may then have on hand.

RULE 6. Within two years of the publication date in the United States no book shall be sold as a premium to any newspaper or periodical if the price of the combination offer is less than one and a half times the list price of the book. No book shall be sold as a premium, whether given before the consummation of a subscription or afterwards, to anyone within two years of the publication date in the United States unless it shall be in a format readily distinguishable, as to the binding and jacket, from the regular trade edition and without price on the wrapper or in the book. Any book given before the consummation of a subscription or afterwards in the form of a so-called "book dividend" shall be considered to be a premium.

RULE 7. Nothing in this Article shall be deemed to prevent a publisher from making available an educational edition in the same format as a trade book at a list price not lower than seventy-five per cent (75%) of the list price of the regular trade edition.

RULE 8. Where trade books are sold within one year from first publication in the United States in special editions to bona fide book clubs for distribution through subscription, or where plates are leased to them for the making and issuance of special editions and their distribution through subscription, such sale or lease shall be made only when subject to the following written conditions: First, that such special edition will in turn be issued or distributed only to consumers who will bind themselves in writing to subscribe to a series of selections made monthly or at other regular stated periods; second, that in advertising such special editions in newspapers and/or periodicals of general circulation, or otherwise to the general public, comparisons with the price of the regular edition of the same title shall not be made during the first six months after the date of original publication, or if published before July 1st of any year, until January 1st of the following year.

RULE 9. No overstock shall be sold as a remainder by the publisher until such stock shall have been on sale for two Christmas seasons, if it be fiction, or for two years after publication, if it be non-fiction; provided, that in case a bona fide cheaper edition has been issued, remainders of neither the original edition nor the cheaper edition shall be sold until two years after the issue of the cheaper edition; and provided further, that no rebates shall be made to a dealer, or any consideration be granted that would permit any such book to be remaindered within the above periods. All books sold as remainders shall (a) either state plainly on the front of the jacket that the book is sold at a reduced price because it is a remainder, or (b) shall not be sold with, or the purchaser be furnished with, a printed jacket or wrapper.



RULE 10. No remainder of any book originally published or copyrighted in the United States prior to the effective date of this Divisional Code shall be sold at less than fifteen percent (15%) of the publisher's original list price, nor shall a remainder of any book originally published or copyrighted in the United States subsequent to the effective date of this Divisional Code be sold at less than twenty percent (20%) of the publisher's original list price, except that sales at prices below the above limits may be made to a reprint house which is bringing out a bona fide cheap edition of said book at not less than seventy-five cents (75¢) a copy, and which shall not put such remainder on sale to the public earlier than the agreed date for issuing the bona fide reprint edition; provided, that where there shall be published a bona fide edition at a reduced price the minimum remaindering price, so limited by such percentages, shall be in relation to the price of the cheaper edition.

RULE 11. Rules 9 and 10 shall not apply to any imported non-copyrighted book.

RULE 12. No member of the Division shall, with intent to deceive, reproduce in facsimile or imitate, or deliberately employ the format or design of a book already on the list of another publisher.

RULE 13. No member of the Division shall place or obtain advertising or publicity which intentionally misstates or distorts material facts.

RULE 14. No member of the Division shall place or obtain advertising or publicity which shall defame a competitor by falsely disparaging his product or method of doing business.

RULE 15. No member of the Division shall place or obtain advertising or publicity in newspapers and/or periodicals of general circulation, or otherwise advertise to the general public any statement which makes, or which suggests, comparison between the prices of reprints or other special editions and regular trade editions of any one particular book during the first six months after the date of original publication, or if published before July 1 of any year, until January 1 of the following year. This rule applies to all trade book publishing individuals, partnerships, associations, corporations, or any other form of enterprise engaged therein directly or indirectly and includes any subsidiary enterprise except retail bookstores owned or controlled in whole or in part by any member of the Division, whether the form of said ownership or control be through holding companies, stock ownership or otherwise whatsoever.

RULE 16. No member of the Division shall have books specially printed, or lease out plates, or grant other rights for reproduction of books, where the purpose thereof is the disposal of such books as so-called remainders.

RULE 17. No member of the Division shall secretly offer or make any payment or allowance of a rebate, refund, commission, credit, unearned discount, or excess allowance, whether in the form of money or otherwise for the purpose of influencing a sale, or offer or extend to any customer any special service or privilege not extended to all customers of the same class, or perform any act of unfair discrimination in effecting sales or conducting business with his customers.

RULE 18. Concurrently with the provisions of Section 3 A of the Retail Booksellers Division of the Retail Code no member of the Division shall fail to state, publish, establish and announce on the wrapper, and to quote upon application, the "list", *i.e.*, "published" price of any book available for sale, except special editions.

RULE 19. No member of the Division shall intentionally fail to state on publisher's invoice and/or original bill the date of publication or release for sale of any forthcoming book.

RULE 20. No member of the Division shall publish advertising (whether printed, radio, display, or of any other nature), or other representation which is misleading or inaccurate in any material particular, nor shall any member in any way misrepresent any commodity (including, but without limitation, its use, grade, quality, origin, size, finish, material, content, or preparation) or credit terms, values, policies, services, or the nature or form of the business conducted.

RULE 21. No member of the Division shall use advertising or selling methods or credit

terms which might reasonably be construed to have the capacity or tendency to deceive or mislead the customer or prospective customer.

RULE 22. No member of the Division shall knowingly withhold from any quotation or invoice any statement that makes it inaccurate in any material particular, or knowingly insert in any quotation or invoice any statement that makes it inaccurate in any material particular.

RULE 23. No member of the Division shall defame a competitor by falsely imputing to him dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representation, or by falsely disparaging the grade or quality of his goods.

RULE 24. No member of the Division shall publish or circularize unjustified or unwarranted threats of legal proceedings which tend to or have the effect of harassing competitors or intimidating their customers.

RULE 25. No member of the Division shall give, permit to be given, or offer to give, anything of value for the purpose of influencing or rewarding the action of any employee, agent, or representative of another in relation to the business of the employer of such employee, the principal of such agent or the represented party, without the knowledge of such employer, principal, or party. This provision shall not be construed to prohibit free and general distribution of articles commonly used for advertising except so far as such articles are actually used for commercial bribery, as hereinabove defined.

RULE 26. No member of the Division shall wilfully induce or attempt to induce the breach of existing contracts between competitors and their customers by any false or deceptive means, or interfere with or obstruct the performance of any such contractual duties or services by any such means, with the purpose and effect of hampering, injuring, or embarrassing competitors in their business.

RULE 27. No member of the Division shall violate any provisions governing piracy of samples and designs which may be adopted by the Code Authority, but all such provisions shall be subject to the approval of the Administrator.

RULE 28. No member of the Division shall remainder any title, either in whole or in part, without immediately notifying in writing the Code Authority to that effect, but this provision shall not be construed to obligate any member of the Division to give any credit for, refund, or rebate on, or to accept return of any copies of such title which any retail bookseller may have in stock.

RULE 29. No member of the Division shall sell books to any retail bookseller who knowingly fails to maintain the publication date of any book.

RULE 30. No member of the Division shall knowingly permit the reproduction of any copyrighted material, except as already allowed by law, in mimeograph, or multigraph form except for bona fide publicity purposes, and/or knowingly permit the use of any copyrighted material, except as already allowed by law, in any other form, except for bona fide publicity purposes, without making reasonable and adequate charge therefor.

RULE 31. No member of the Division shall publish in English any book, whether imported or not, under a substantially different title from that under which the book shall have been previously published in English in any periodical, newspaper serial, or other form whatsoever for sale, irrespective of where previously published, unless a notice of the previously used title or titles shall be printed in not smaller than twelve-point type on the front flap of the jacket and the copyright page of the book.

RULE 32. Whenever a member of the Division publishes in book form a manuscript which has previously appeared in a magazine or otherwise, either complete or substantially complete, in fewer than three serial parts, said member of the Division must print in bold-face type in not less than 16-point on the front of the jacket and in not less than 10-point type on the copyright page, the fact of such prior publication (in less than three issues) and the title under which it was previously published, if different from the book title.

RULE 33. No member of the Division shall use any subterfuge to evade or frustrate the intent and/or spirit of this code.



## Survey Studies Review Readers

RESULTS of a nation-wide survey to find out what proportion of active book buyers reads each of the recognized literary reviews and magazines have just been published by the *New York Times*. The survey was made through the cooperation of 14 leading publishers of all types of books, 12 of whom inserted identical questionnaires in new books, fiction and non-fiction, and 2 of whom enclosed the questionnaires in invoices going to individual book purchasers. Replies from 3,682 book buyers were received and turned over to the Recording and Statistical Corporation, an independent organization, for mechanical tabulation. The fourteen co-operating publishers were John Day; Dodd, Mead; Dutton; Farrar & Rinehart; Harper; Smith & Haas; Holt; Houghton Mifflin; Little, Brown; Longmans Green; Macaulay; Macmillan; Oxford and Vanguard.

Sixty-seven percent of the 3,682 replies listed the *Times Book Review*, 37% listed the *Atlantic Monthly*, 33% included *Harper's Magazine*, 31% named *Herald Tribune Books* and 23% mentioned the *Saturday Review of Literature*. In actual figures the results were as follows:

<i>Times Book Review</i> .....	2,457
<i>Atlantic Monthly</i> .....	1,345
<i>Harper's Magazine</i> .....	1,191
<i>Herald Tribune Books</i> .....	1,131
<i>Saturday Review of Literature</i> ...	841
<i>Scribner's</i> .....	725
<i>The Nation</i> .....	608
<i>Current History</i> .....	571
<i>The Forum</i> .....	506
<i>New Republic</i> .....	488
<i>American Mercury</i> .....	397
All Others .....	1,393

The survey also showed the *Times Book Review* leading in every section of the country, except the Mid-West where 49% of the replies listed the *Atlantic Monthly* compared with 47% listing the *Times Book Review*. The *Herald Tribune Books* was second in the New England and Middle Atlantic groups.

Tabulation of the replies from nine leading book cities, New York, Philadelphia, Los Angeles, Washington, Chicago, Boston, Detroit, San Francisco and Cleveland, showed that 71% read the *Times Book Review*, 38% read *Herald Tribune Books*, 28% read the *Atlantic*, 26% read *Harper's* and 24% read

the *Saturday Review*. Excluding New York, 69% of the readers from these same cities read the *Times Book Review*; 35%, the *Atlantic*; 30%, *Harper's*; 27%, *Herald Tribune Books*, and 25%, the *Saturday Review*.

A further tabulation showed that the *Times Book Review* was the leading choice of the buyers of the books of each of the 14 publishers, with percentages ranging from 54% to 73%. In seven cases *Herald Tribune Books* was second, with percentages ranging from 27% to 47%. The *Atlantic* was second in six cases, with percentages running from 27% to 52%.

## U. S. Labor Relations Board Calls Macaulay Investigation

A RULING affecting workers in the uncoded industries was made on October 1st by the National Labor Relations Board as a result of the strike against the Macaulay Company. It was the contention of the Macaulay Company in refusing to appear before the Regional Labor Board last week that since the book publishing industry was not then codified they were not obligated to appear before Federal authorities. Mrs. Elinore M. Herrick, Regional Labor Board Director, secured a ruling from the National Relations Board stating that all uncoded industries engaged in interstate commerce come under Congressional Resolution Number 44, passed by the 73rd Congress, which states that the Board may investigate issues, facts, practices or activities of employers or employees in any controversies which are burdening or obstructing the free flow of interstate commerce. The Board held that since the Macaulay Company was engaged in interstate commerce an investigation should be made. This is said to be the first time in the history of the NRA that this Congressional Resolution had been invoked.

## Booksellers' League Bridge Contest

ONE OF THE MAIN FEATURES of the Booksellers' League dinners to begin October 17th at 6.30 P. M. at the Aldine Club, N. Y., will be a Contract Bridge Tournament for the Sims' Booksellers' League Prize. Additional prizes will also be awarded for high score at each meeting. Any average player has a chance to win as this will not be a "duplicate" tournament. Information may be secured from Irving Politzer, 2 W. 45th Street, New York.





*At least ten leading New York City bookstores featured "Mary Peters" in their windows this week. The display shown above was designed by Frank X. Howard for Dutton, Inc. The poster in the center is one of the series of unusual posters made by the New York "World-Telegram"*

### *Among the Bookshops*

WHEN GERTRUDE JASTER of the Higbee Co. in Cleveland was in New York recently she told us something about her plans for lectures in the book department. Last December a series was started by Harriet-Louise H. Patterson, a Cleveland girl, who spoke on the Bible. The series was given every two weeks. This fall Miss Patterson began a series of talks again, the first was on "Tributes to the Bible Through the Ages." 203 people attended the lectures and 150 stayed for tea afterwards. 120 copies of Miss Patterson's book "How to Understand Your Bible Better" (Wilde) were sold.

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On the 6th of October Ethel Fay Farmer, author of "Your Name and Your Future" (Grosset & Dunlap), began her talks on numerology every Saturday afternoon at 3.30. Her book is kept on display in connection with the talks. In addition to the lectures she has private consultations every Monday, Tuesday and Wednesday afternoons at 4.

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The Higbee Book Department is to have an exhibit of Derrydale Sporting Books from October 15th to November 3rd. Beginning September 29th the shop will hold its Candlelight Tales again every Saturday afternoon at

2.30. This is the Children's Department feature which the shop has arranged.

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Speaking of hobbies, as we do most of the time these days, Mary Spaulding's Bookshop in Winchester had great success with a little device called Weave-It. It's a very simple contrivance, a wooden block small enough to hold comfortably in the hand, the steel pins so arranged as to produce an even fine weave. Weaving on the Weave-It is so much simpler than knitting or crocheting that it has been very popular with women and young girls. The 3½ inch squares are quickly woven and are sewn together to form afghans, bags, baby blankets, scarves and other useful things. Mary Spaulding's Bookshop has sold 100 a month since June. The shop also carries a small stock of yarn. It's brought a lot of new people to the store so that this past summer was the best the shop has ever had. Mary Spaulding's Bookshop is now selling Weave-It at wholesale to other shops throughout the country at \$7.20 a dozen and is finding a good demand for it.

❖ ❖

Clare Conway of George W. Jacobs & Co. in Philadelphia writes us that the books which are receiving special attention in that shop at present are "Challenge to Liberty" by Herbert Hoover, "Little Era in Old Russia" by Irina Skariatina, "R. E. Lee" by Douglas S. Freeman, and "Derby Day" by A. Edward Newton.

Henry Seidel Canby was the guest of the Greenwood Book Shop, Wilmington, Delaware, at a tea on October 4th, celebrating the publication of his new book "The Age of Confidence" which is of special interest to citizens of Wilmington, because it tells of Mr. Canby's boyhood there. The Greenwood Book Shop, by arrangement with Farrar & Rinehart, offered to customers who ordered the book in advance of publication a special Wilmington Edition signed by Mr. Canby and Albert Kruse, the illustrator.

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Marjorie Kumler who is known to hosts of Pacific Coast book-buyers as "Simon," because of the book reviews she publishes under the title "Simon Says" has moved her activities from Frederick & Nelson in Seattle, Wash., to the bookstore of Edward A. Mitchell in Oakland, Calif. In addition to publishing the monthly "Simon Says" the Mitchell Book Shop will have four book tea talks a month to follow up a select mailing list of 1,000 customers. Once each month Mrs. Kumler speaks at the Oakland Women's Athletic Club. Mrs. Kumler will be in Seattle October 22, 23 and 24, where she will speak at the Sunset Club, the Washington Athletic Club and the Business Women's Club. This visit will be repeated in January and early in April.

### *With the Publishers*

THE PENN PUBLISHING Co. has just announced the winners in its Librarians' and Booksellers' Contest for the best reviews of "Blue Marigolds" by Helen Topping Miller. The prize winners were:

#### FOR LIBRARIANS:

First Prize—\$50.00—Margaret Fosmark, Carnegie Public Library, Crookston, Minn.

Second Prize—\$20.00—Stephen A. McCarthy, St. John's University Library, Collegeville, Minn.

Third Prize—\$15.00—Rosamond H. Danielson, Providence Public Library, Providence, R. I.

Fourth Prize—\$10.00—Margaret Egan, Cincinnati Public Library, Cincinnati, Ohio.

Fifth Prize—\$5.00—Helen S. Stevenson, Pasadena Public Library, Pasadena, Calif.

#### FOR BOOKSELLERS:

First Prize—\$50.00—E. H. Smith, Stone and Thomas Company, Wheeling, West Virginia.

Second Prize—\$20.00—Eleanor Blum, Rosabel's Book & Art Shop, Meridian, Miss.

Third Prize—\$15.00—Ward Macauley, Ward Macauley's Bookshop, Detroit, Mich.

Fourth Prize—\$10.00—Elida Bedell Sterling, Mary Lee's Shop, West Haven, Conn.

Fifth Prize—\$5.00—Marion V. H. Bell, University Bookstore, Seattle, Wash.

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Sheed & Ward, publishers of Catholic books, have started a Juvenile Department, which will be both religious and non-religious. The religious books will be equally apt for all except those who firmly dislike all religions. The non-religious books will include the first book to be issued by this Juvenile Department, to be published October 10th, "The Pink Book of Verse," an anthology of ancient and modern verse from Hey-diddle-diddle to Walter de la Mare. The book is printed in a sans serif type especially designed for children by Eric Gill.

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Little, Brown & Co. have recently sent out a circular to a general mailing list, that has an interesting preface designed to send people into the bookstore, which reads:

"As far as we can gather from casual conversation books appear on few family budgets. This would be discouraging to a publisher were it not that theater tickets, golf, and most other forms of entertainment are in like case. It is human nature to budget the things we have to have and to have an elastic financial conscience about the things we want.

"People often remark that books are expensive luxuries, but it is doubtful whether that comment was ever made while counting the cost of a theatre party or settling the country club bill. Expensiveness is a relative quantity. We are convinced that a book wisely chosen provides more entertainment in proportion to its cost than any form of recreation.



"The important problem is how to secure the right books. We believe this can best be done by book-shopping, in itself an exhilarating recreation. If you make a habit of spending a little time in your favorite bookstore and, better yet, consulting some one clerk who knows your tastes, you will rarely be disappointed in your book purchases."

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Dame Rumor, on page 911 of the Fall Announcement Number, was credited with spreading the report that John Loos, well-known bookman, was the author of Ordway's "Synonyms and Antonyms." Now we have to credit the Dame with an error. Corrected reports have it that our good friend, Mr. Loos, is really the author of "The Supreme Letter Writer" under the pseudonym of Gay Vernon, published by A. L. Burt in their *Unusual Dollar Books Series*.

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The long-awaited novel by Thomas Wolfe has been sent to the typesetters at the Scribner press, but as the length is not less than 450,000 words, publication is yet some

months away. The title is "Of Time and the River" and the subtitle is "A Legend of Man's Hunger in His Youth." Which of the several forthcoming books by Mr. Wolfe which have been announced in the past this one is it is difficult to say. Scribner's tells us, however, that a collection of long stories, now ready for the printer, will follow the publication of this novel, and soon thereafter will come a related novel, really the second of a series, which though not yet completed was written in rough form before the one about to be published. These two novels, together with the book of stories, total about a million words and Mr. Wolfe is already well on in preparation of a third novel to be called "The Hills Beyond Pentland." "Look Homeward Angel," Mr. Wolfe's first and only published novel was issued five years ago.

❖ ❖

Not only have both limited editions of Edna St. Vincent Millay's forthcoming book of verse, "Wine from these Grapes," been oversubscribed, Harper's announces, but the subscription for the first regular trade edi-



A. A. Van Duym says the jacket for "Lust for Life" is the most effective window jacket he has seen. This is the window he made of it for the Doubleday shop in the Hotel Barclay



tion has been closed as well and no more orders for first editions can be received. This trade edition consists of 18,000 copies. The De Luxe Limited Edition, selling for \$50 is in two volumes, boxed and autographed. There are 31 sets for sale. The Limited Autographed Edition is also in two volumes, boxed and there are 289 sets at \$12.50. Publication date is November 8th.

❖ ❖

Houghton Mifflin adds to our collection of bookshop boners the story of the customer of a New England bookstore who asked for a new novel entitled "There's No Such Thing as a Bachelor." She was satisfied with a copy of Stuart Hawkins' "No Man is Single."

❖ ❖

The first of three volumes of "The Essays of Michel de Montaigne" edited by Professor Jacob Zeitlin of the University of Illinois was issued this week by Alfred A. Knopf. It was designed by Elmer Adler and printed at the Plimpton Press, and Knopf believes that it has claims to be the best and most authoritative version of Montaigne available in English.

### New Shops

**Cincinnati, O.**—Mayme S. Ford opened The Book Shop at 409½ Race Street, on October 1st. Miss Ford was for eleven years with John G. Kidd, nine of which were spent in managing the book department at the H. & S. Pogue Co., then owned by Mr. Kidd. The shop will be personal in character and will encourage the public to Browse, Buy and Borrow, a slogan which will be used on all ads, entrance posters, etc. The shop will operate a circulating library, and sell current magazines and greeting cards in addition to books. Miss Ford requests publishers' catalogs.

**Los Angeles, Calif.**—The Park Book Shop, specializing in first and rare editions, autographs, and old prints, has been opened at 2010 Wilshire Boulevard. Richard Carlyle, author, is the owner, and E. Ann Carlyle is the manager.

**Washington, Pa.**—Kathleen McConnell Enoch will open a bookshop and stationery store under the name of The Corner Book Shop at 198 North Main Street. Miss Enoch's present address is Park Avenue, Washington, Pa.

### S.R.L. Celebrates 10th Birthday

THE FALL ANNOUNCEMENT NUMBER of the *Saturday Review of Literature* comes out this week in gala dress, celebrating the tenth anniversary of the paper. The cover and many of the ads are in two colors and all the bright red illustrations skip across the Children's Page as gay as a children's party. The leading article is by Mencken, a caustic piece on proletarian literature called "Illuminators of the Abyss." There is a charming long letter from Thomas Lamont on "My Early Years in Reading" inspired by a chapter in Doctor Canby's just published "The Age of Confidence." William Rose Benét's "The Phoenix Jumps Out of His Nest" introduces the staff and chief contributors of the *Review* to its readers in rhyme, illustrated with Mr. Disraeli's informal snapshots which have become one of the delightful features of the *Review*. The actual birthday was the Ides of March for which occasion Mr. Benét wrote an informal history, "Reviewing Ten Years."

### S. & S. Takes Over Dreiser

ALL THE WORKS, past, present and future, of Theodore Dreiser have been taken over by Simon & Schuster, which has bought the rights, plates, sheets and bound stock of Mr. Dreiser's books which were formerly published by Liveright, Inc., and the Liveright Publishing Corporation. Erich Posselt of the International Literary Bureau acted as agent for the deal. All trade orders for Dreiser books should henceforth be sent to Simon & Schuster.

While future plans are yet uncertain, Simon & Schuster does announce that a new Dreiser novel will be published sometime in 1935, probably in the fall. It will probably be a novel to complete the trilogy which began with "The Titan" and "The Financier" and it will probably be called "The Stoic." The campaign for this novel will be begun immediately and continued until publication.

It is now 34 years since Mr. Dreiser's first novel was published. Since that time he has written 21 books.

Garden City Publishing Co. has made arrangements to issue a \$1 edition of "An American Tragedy" to be published about October 25th in order to tie in with the publicity given the murder case in Wilkes-Barre, Pa., which parallels the book.

# Market News

## One Month from Now—A Forecast

THE CASE OF THE CURIOUS BRIDE, by Erle Stanley Gardner. *Morrow*, \$2.

CAPTAIN CAUTION, by Kenneth Roberts. *Doubleday*, *Doran*, \$2.50.

EUROPEAN JOURNEY, by Philip Gibbs. *Doubleday*, *Doran*, Price not set.

WOMEN MUST WORK, by Richard Aldington. *Doubleday*, *Doran*, \$2.50.

AUTOBIOGRAPHY, by John Cowper Powys. *Simon & Schuster*, \$3.50.

GALLYBIRD, by Sheila Kaye-Smith. *Harper*, \$2.50.  
IF THIS BE ERROR, by Martin Hare. *Harper*, \$2.

METROPOLIS, by Agnes Rogers and Frederick Lewis Allen. *Harper*, \$3.50.

WINE FROM THESE GRAPES, by Edna St. Vincent Millay. *Harper*, \$2.

THE GEORGIAN SCENE, by Frank Swinnerton. *Farrar & Rinehart*, \$3.50.

Nov. 6. Warren William plays the part of the lawyer-detective in the "Howling Dog" movie just released. Warner Bros. and Morrow have signed up the author for his next five books. Advance sales on this nearly double those on his last book.

Nov. 7. There will be a streamer on this, 18 x 36, and a two-color action drawing for a poster, 12 x 15. Healthy ad appropriation.

Nov. 7. D. D. has a swell poster, 12 x 18, using the E. Lander illustrations from the book. It's an account of a journey the author took around Europe, talking to all sorts of people about modern conditions.

Nov. 7. Poster in pastel colors, following the design of the English wrapper. Folder on all their Aldington books for book store distribution. "All Men Are Enemies" still sells 25 copies a week regularly. Good advertising in coast to coast large city papers on all three of these D. D. books.

Nov. 8. A frank autobiography, written almost like a novel. Important for the increasing Powys audience.

Nov. 8. A story of 17th century England.

Nov. 8. The author of "The Enchanted Winter" bases her new novel upon a young widow's search for a more satisfactory life than she had known before.

Nov. 8. Similar to their best seller, "The American Procession," this book of photos and running comment will portray life in a great American city.

Nov. 8. Postponed from Oct. 17. The limited editions are sold out of course, and so is the first trade edition of 18,000.

Nov. 12. Behind-the-scenes memoirs of famous English literary personalities of the very recent past.

## Out This Week

THE AGE OF CONFIDENCE, by Henry Seidel Canby. *Farrar & Rinehart*, \$2.50.

THE AMERICAN, by Louis Dodge. *Messner*, \$2.50.

COURAGE FOR TODAY, by Dr. Preston Bradley. *Bobbs-Merrill*, \$1.50.

THE DEATH AND BIRTH OF DAVID MARKAND, by Waldo Frank. *Scribner*, \$2.75.

EVERY DAY IS SATURDAY, by E. B. White. *Harper*, \$2.

THE HEROIC YEARS, by Fletcher Pratt. *Smith & Haas*, \$3.

LADIES AND GENTLEMEN, by Branch Cabell. *McBride*, \$2.50.

LITTLE ERA IN OLD RUSSIA, by Irina Skariatina. *Bobbs-Merrill*, \$2.50.

An intimate picture of a small American city in the 1890's and 1900's, Wilmington, Delaware, where the editor of the *Saturday Review of Literature* spent his youth.

A long novel which covers most of the American scene in the mid 19th century.

Marshall Field & Co. ordered 1,000 copies of this message by the popular Chicago pastor. Second printing before publication.

A long and important novel, portraying American life, labor and politics just before the World War. Comment on affairs of the past six years which has appeared in *The New Yorker*.

Popular account of American history from 1801 to 1815. To be advertised. A sample chapter was distributed.

Letters to some famous characters of history and literature, which completely revamp their accepted personalities.

The author of "A World Can End," etc., writes the reminiscences of her childhood in the third person.



# Market News

## Out This Week—Continued

MICKEY MOUSE WADDLE BOOK. *Blue Ribbon Books*, \$1.

MODERN SPIES TELL THEIR STORIES, by Richard W. Rowan. *McBride*, \$2.50.

PELOUBET'S SELECT NOTES ON THE INTERNATIONAL SUNDAY SCHOOL LESSONS, 1935. *Wilde*, \$1.90.

PROSE POEMS, by Kahlil Gibran. *Knopf*, \$2.50.

R. E. LEE, by Douglas Southall Freeman. vs. 1 and 2. *Scribner*, \$3.75, ea.

THE TALE OF A SHIPWRECK, by James Norman Hall. *Houghton Mifflin*, \$2.50.

THE TERRACE, by Louis Andrews Kent. *Houghton Mifflin*, \$2.50.

TROS OF SAMOTHRACE, by Talbot Mundy. *Appleton-Century*, \$3.

TRUE BY THE SUN, by Lida Larrimore. *Macrae-Smith*, \$2.

WANDERER'S CIRCLE, by Cornelia Stratton Parker. *Houghton Mifflin*, \$3.50.

WHALERS OF THE MIDNIGHT SUN, by Alan J. Villiers. *Scribner*, \$2.

THE WORLD AS I SEE IT, by Albert Einstein. *Covici, Friede*, \$2.50.

The advance sale was about 40,000.

Twenty-seven narratives by World War secret agents and spies. There is a great popular market for spy stories.

A best seller in many stores.

Newly translated poems by the author of "The Prophet," which still has good sales.

The first two volumes of an important four-volume biography, a work of great scholarship.

The true story of a modern shipwreck, by one of the authors of "Mutiny on the Bounty," etc. Appeared in the *Atlantic Monthly* under the title, "From Med to Mum."

A pleasant romance of American family life.

Long known as a writer of unusual adventure stories, Talbot Mundy has written the "most ambitious" novel of his career, a 949-page tale of the ancient world in Cæsar's time.

A romance by the author of "Mulberry Square," etc.

The autobiography of a writer with a decided following, who first became known for her biography of her husband, "An American Idyll."

A whaling narrative by an expert in his literary field, who is popular with both old and young. Selections from the scientist's essays and papers, which give a good picture of the man and his philosophy.

## Current Best Sellers

SO RED THE ROSE, by Stark Young. *Scribner*, \$2.50.

FULL FLAVOUR, by Doris Leslie. *Macmillan*, \$2.50.

GOOD-BYE, MR. CHIPS, by James Hilton. *Little, Brown*, \$1.25.

DUSK AT THE GROVE, by Samuel Rogers. *Little, Brown*, \$2.50.

LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50.

WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.

STARS FELL ON ALABAMA, by Carl Carmer. *Farrar & Rinehart*, \$3.

ENGLISH JOURNEY, by J. B. Priestley. *Harper*, \$3.

FORTY-TWO YEARS IN THE WHITE HOUSE, by Ike Hoover. *Houghton Mifflin*, \$3.50.

NIJINSKY, by Romola Nijinsky. *Simon & Schuster*, \$3.75.

Eleventh printing. N. Y., Boston, Washington and Atlanta stores report it as their fiction best seller for the past week in the *Times*.

Fourth printing. Heads the fiction of Chicago, New Orleans and San Francisco stores.

An eighth printing of 5,000 copies has just been ordered, bringing the total to 35,000. Sales are averaging 2,500 a week, last week over 2,700.

High on the best seller lists of Boston, Washington, Chicago, St. Louis and New Orleans stores.

Reported a best seller by N. Y., Washington, Atlanta, and St. Louis.

N. Y., Boston and St. Louis report it first in non-fiction for the past week in the *Times*.

A best seller last week in Boston, Philadelphia, Atlanta, Chicago, and New Orleans.

The best seller at three New Orleans stores last week; second in Boston and Washington; third in N. Y. and Chicago.

Washington and Chicago report it their best seller during last week.

Continuing large sales everywhere.

# Market News

## Other Bookstore Favorites

LIGHTSHIP, by Archie Binns. *Reynal & Hitchcock*, \$2.50.

LUST FOR LIFE, by Irving Stone. *Longmans, Green*, \$2.50.

APPOINTMENT IN SAMARRA, by John O'Hara. *Harcourt, Brace*, \$2.50.

VENETIAN MASQUE, by Rafael Sabatini. *Houghton Mifflin*, \$2.50.

IT'S UP TO US, by James P. Warburg. *Knopf*, \$2.

THE CHALLENGE TO LIBERTY, by Herbert Hoover. *Scribner*, \$1.75.

THE SON OF MARIE ANTOINETTE, by Meade Minnigerode. *Farrar & Rinehart*, \$3.50.

ALL'S FAIR, by Captain Henry Landau. *Putnam*, \$3.

AMERICA'S TRAGEDY, by James Truslow Adams. *Scribner*, \$3.

Good sales everywhere. There is a good-looking large window-card, now displayed in Putnam's.

Just out, it was Brentano's, N. Y., best seller for the past week.

Third printing. Because of its fine sales, Harcourt has just made a new advertising appropriation.

Boston, Philadelphia, Atlanta, list it in the *Times*.

Included on the lists of six out of the nine cities listed in the *Times*.

McClurg's best seller for the past week, also leading at six Philadelphia stores.

Listed second in non-fiction by six San Francisco stores. Third in sales at Brentano's, N. Y., last week.

Excellent sales at all Pacific coast stores particularly.

A McClurg best seller. Two Atlanta stores list it in the *Times*.

## Notice to Control Card Users

THE FOLLOWING CHANGES in Farrar & Rinehart publication dates and prices: "Anthony Adverse" by Hervey Allen (new 2-vol. ed.) postponed from Oct. 10th to Oct. 11th; "Joshua Todd" by Fulton Oursler postponed from Nov. 5th to Nov. 21st; "Challenge" by Upton Close postponed from Nov. 1st to Nov. 15th and the price raised from \$2.50 to \$3; the price of "Valor" by Hal Borland reduced from \$2 to \$1.50.

"Pitcairn's Island" by Charles Nordhoff and James Norman Hall (Little, Brown) has been advanced from Nov. 9th to Nov. 2nd.

The price of "Our Cat" by Baron Ireland (Doubleday) has been reduced from \$2 to \$1.75.

"Ten Thousand Li of Stone" by Nora Waln (Little, Brown), scheduled for Nov. 23rd, has been postponed until Spring, 1935.

"Shabby Tiger" by Howard Spring (Covici, Friede) has been postponed from October 18th to January 25th, 1935.

The following changes in Lothrop, Lee & Shepard publication dates: "The Fun of Having Children" by Katharine Seabury postponed from Sept. 20th to Oct. 31st; "The Book of Puppets" by Annie Lee Elder and Helen Perrine Munger postponed from Sept. 20th to Oct. 31st; "Bobby Goes Riding" by Dorothy Walter Baruch postponed from Oct. 19th to Oct. 31st; "Alice Foote MacDougall's

Cook Book" postponed from Oct. 19th to Nov. 8th; "Our Planet the Earth: Then and Now" by Lillian Rifkin postponed from Oct. 19th to Nov. 8th.

"A Time to Keep" by Halliday Sutherland (Morrow) has been postponed from Oct. 9th to Oct. 23rd.

## Wise Opens New House

WILLIAM H. WISE of the William H. Wise Co. has formed a new publishing company, known as the Wise Book Company, with offices at 386 Fourth Avenue. Mr. Wise retains his stock interest in the William H. Wise Co. and is a director of that firm, but his active interests are to be devoted to the new house which has recently purchased the books of the P. F. Volland Co. with the exception of the Johnny Gruelle Series, the "Mother Goose" and "Old, Old Tales Retold" which were sold to M. A. Donohue & Company of Chicago. Mr. Wise has also acquired the publication rights to the John Martin Books. Both the Volland books and the John Martin Books will be sold through the trade and by subscription. Later Mr. Wise intends to add some new titles to his list.

## Auction Calendar

WEDNESDAY MORNING, OCTOBER 10, AT 11:30. Rare Americana, mainly important source books, including many rare items. (Items 279.) Charles F. Heartman, 612 Middlesex Ave., Metuchen, N. J.



# September Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	September, 1934			September 1933	9 mos. 1934	9 mos. 1933
	New Books	New Editions	Totals (5 weeks)	Totals (5 weeks)	Totals	Totals
Philosophy, Ethics .....	17	3	20	17	146	162
Religion, Theology .....	51	2	53	62	372	425
Sociology, Economics .....	56	3	59	52	462	441
Law .....	1	3	4	16	37	62
Education .....	36	—	36	14	153	117
Philology .....	13	7	20	17	136	151
Science .....	26	5	31	27	254	276
Technical Books .....	15	6	21	25	132	158
Medicine, Hygiene .....	27	13	40	31	233	254
Agriculture, Gardening .....	4	1	5	5	49	41
Domestic Economy .....	7	2	9	7	62	46
Business .....	15	—	15	9	111	92
Fine Arts .....	15	—	15	12	114	126
Music .....	4	1	5	5	35	49
Games, Sports .....	6	1	7	13	93	109
Literature, General .....	14	7	21	24	220	187
Poetry, Drama .....	42	3	45	31	350	333
Fiction .....	154	63	217	208	1419	1426
Juvenile .....	84	7	91	136	337	413
History .....	37	5	42	44	332	334
Geography, Travel .....	32	4	36	16	194	174
Biography .....	54	3	57	50	347	394
Miscellaneous .....	2	1	3	3	32	34
Totals .....	712	140	852	824	5620	5804

For September, 1933 (5 weeks) the totals were:

New books .....	699	New editions .....	125	Totals .....	824
Increase of .....	13	Increase of .....	15	Increase of .....	28

Totals for 9 months, 1934, show a decrease of 184 from totals of 9 months, 1933.

# BOOK MAKING

A MONTHLY DEPARTMENT

## Full Trim: A Bias on Current Book Making

EVELYN HARTER

WHEN WE WENT to Russia our remotest idea was to investigate the state of book publishing there. We didn't go to the State Publishing House, and we didn't attend the All-Soviet Writers' Congress in session there at the time, but we found that even in Russia it was practically impossible for us to go past a bookstore without at least looking in the window. In spite of what we had read about the enormous output and consumption of books in the U.S.S.R., it was a novelty to see a bookstore as busy as a small town Iowa meat-market on Saturday night. It was strange to learn that in the Soviet Union authors are among the wealthiest members of the population—they are paid by the length of their book (in number of signatures) and by the number of copies sold. In fact, Louis Fischer told us that some of the authors there hardly know what to do with their money. There are limits to what can be bought in the U.S.S.R. at present, even if your pockets are stuffed with rubles. As Bennett Cerf indicated in his article on "The Book Business in Russia" in the July 28th issue of *The Publishers' Weekly*, the procedure after a ms. has been completed is to submit it to one of the state publishing houses. If it is accepted, the income derived (as elsewhere in the world) depends on how much the public wants it, limited to a certain extent by the available supply of paper.

Of course there can be no comparison between Russian bookmaking standards at present with our own, any more than their standard of dress and living conditions can be compared with ours. The paper is so

W · H · AUDEN

*Poems*



RANDOM HOUSE · NEW YORK

*Simplicity and integrity characterize Joseph  
Blumenthal's handling of W. H. Auden's  
"Poems"*

poor that there could be very little sense in putting fine presswork on it. The Russians are not blind to these deficiencies, however, and better books are part of their far-reaching plans for national improvement.



Each book carries on the reverse of the title-page a case history of its production, resembling in some respects the colophon pages on our de luxe editions, except that there can obviously be no emphasis on the materials used. Here is an example taken from a pamphlet (D. Z. Manuilsky's "The Revolutionary Crisis is Maturing").

Printed by "Iskra Revolutsii" Printshop No. 7, Moscow, Pub. No. 83, Order No. 189, Index III, In work Feb. 5, Ready to set Feb. 7, to print Feb. 13; 4½ signatures 78 x 104/32, 28,000 characters per sig. Glavlit B 69,524; Printing 9,150. Responsible Editor, H. Scott; Technical Editor, H. J. Canter.

Thus every book carries its own printing data with it, which can never be lost in anybody's file.

Although many novels of value and importance are illustrated, some of them very well illustrated, the position of the artist seems to us not quite as enviable as that of the author. Artists are given commissions by trade unions, factories, publishing houses, newspapers, etc. and in some cases an artist will be carried through a training period or a long non-productive period by a trade union which believes in his ability.

Both the writer and the artist enjoy a far more honorable place in the community than in western countries. In what other country could be found an author who has a park, the nation's largest airplane, a street and a city named after him, as Gorki has!

In Russia before the Revolution, books were published in some forty languages, but the Soviets, in making literature available to their entire population, published books in some 90 languages in 1932. We were told, also, that in some sections on the edges of the Union where the people could not read at all, they were actually being taught in the Roman alphabet rather than the Russian—perhaps a rare example of far-sightedness.

The U.S.S.R. seems to be well on the road to joining its Scandinavian neighbors in the possession of a high degree of literacy. It is something of a surprise to find in Helsingfors, Finland, a bookstore (the Akademia) as large as Brentano's in New York, and to find it stocked not only with Finnish and Scandinavian books, but with large selections of French, German and English titles.

Among those things that make you feel sometimes that the world is about as big as

a marble was running into Harry Scherman of the Book-of-the-Month Club in Warsaw, and finding Bruce Rogers sitting at the next table in a restaurant in Copenhagen. B. R. was waiting for Alan Villiers' boat to pick him up; for several days we strolled the streets of Copenhagen with him and one day made the trip to Elsinore on the road traveled by Madame Back in "Seven Gothic Tales." B. R. had not found much of typographic interest in Scandinavia, and neither did we, although our researches on that score were far from thorough. The people are interested in bindings, but apparently not very much concerned with type design or printing—a fact which seems strange in view of their craftsmanship and artistry in making many practical articles which people enjoy using. They do not care greatly for cloth bindings, although they are beginning to make more of them than before, their preference running to half-leather with marbled sides, or paper-covered boards, or simple paper covers.

In England we had stopped at the Oxford University Press, and by courtesy of that genial scholar, John Johnson, had been taken through the plant, seen the original punches of the Fell types, and viewed the press on which Bruce Rogers' Bible is being printed. We had somewhat expected to find this press in a small sacred room by itself, but it stood in a battery of other presses with nothing to distinguish it from them except that it was being run by the most expert pressman in the shop. Which is eminently sensible—it is the genius of Bruce Rogers and the skill of this pressman which will make the Bible a monument of printing.

\* \* \* \* \*

Efforts to improve the standard of book-making in this country during the last twenty years have too often displayed a tendency toward ornateness in ornament and studiedness in treatment which were, perhaps, natural in a nascent craft. The line between freshness of treatment and tricks has not been always easy for the designer to see, and book planners have required constant reminders of the value of simplicity and dignity in the handling of type. One of the men who has adhered most strictly to the ideal of simple strength in design is Joseph Blumenthal; he has made himself a veritable rock in the



## ATTRACTIVE APPEALING and DURABLE

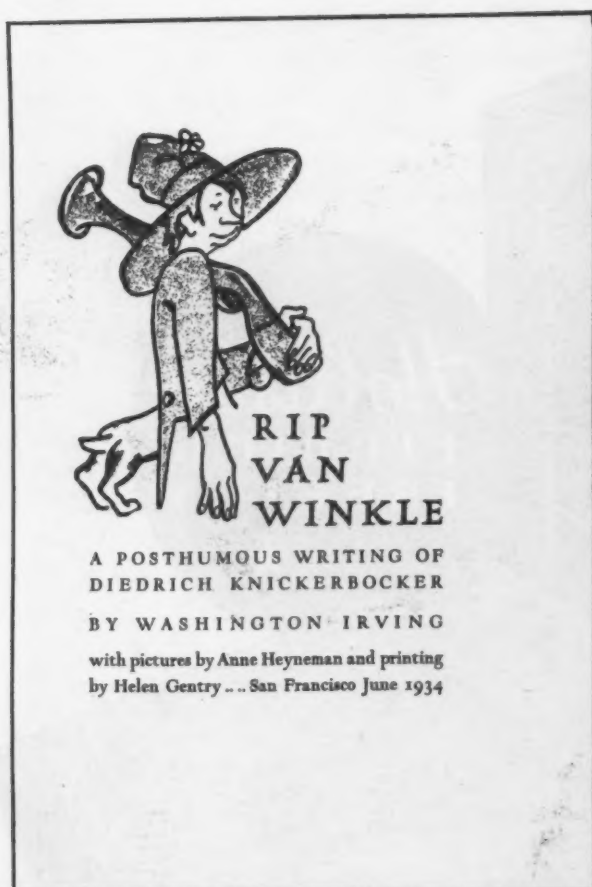
These three adjectives are equally applicable to the bindings of the above books but they might be summed up in the one word—QUALITY—Holliston Quality.

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*Title-page of "Rip Van Winkle," a sprightly juvenile from the press of Helen Gentry*

maintenance of this principle. Perhaps he even overdid it, if such a thing is possible, in his "Emerson's Nature" which, as you may remember, contained only these two words on the title-page and the imprint of the Spiral Press. (It seems to us that it is too much to assume that the reader or the library will inevitably recognize the essay which is meant and not, on cursory glance, believe that he is beholding a piece on the manner of man which Emerson was.) However, in general, the attitude that Joseph Blumenthal maintains is one that is sorely needed.

In "Poems" by W. H. Auden (Random House) he has found material exactly to his liking. The copy for the title-page was in-

herently simple, and he has treated it, as well as the binding and text-page with a unity and integrity that demand respect. The title line, printed in dark brownish red, is hand-lettered; the text is easy to read and well printed. Typography of this sort requires good presswork, and responds to it.

He has instilled in the group of men and women who have been studying with him at the New School for Social Research the same principles he has applied to his own work. This group has a small exhibition on view until October 14th at the New School, showing their work during the past year. It contains a piece of calligraphy, several booklets and the signature for "The Colophon" which the group set by hand. All of the work shows care and thoughtful execution. Mr. Blumenthal will conduct a similar class during the coming year on Saturday mornings at The Stratford Press. It will be open to members of publishing houses.

For the past two or three years we have been watching with interest the productions of Helen Gentry's small press in California. She is developing a style of her own, combining good taste in printing with gaiety and delicacy. A recent prospectus announces a series of three juveniles, of which the first, "Rip Van Winkle," is to hand. It is set in Goudy Modern, printed on Aurelian paper, bound in boards with a striped cloth back-bone and illustrated with cuts in color. Another shortly to arrive will be "The History of Tom Thumb" in a page size of 3 x 3½" and tiny drawings in color by Hilda Scott.

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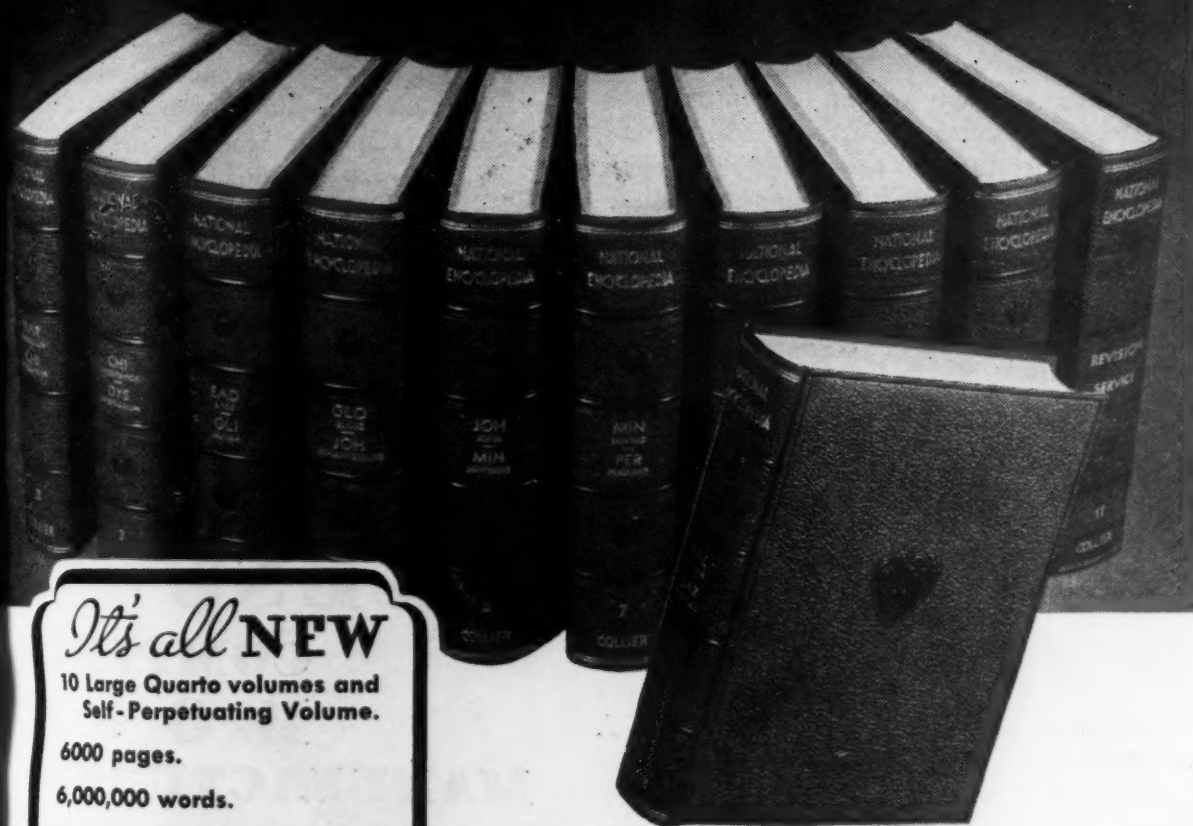
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## Fall Style Tendencies

IN THE "PACKAGING" of books, if that term may be applied to the binding of current volumes on which the publisher and binder cooperate in an effort to catch the eye of the public, there is evidence of many new "style" tendencies this fall, styles achieved by getting new results from the materials and stamping inks which have been developed in the last few years. Among the books seen recently in the bindery of Harris Wolff Estate, one of the distinctive volumes of the season, insofar as style is concerned, is the Random House edition of "The Darling Young Man," designed by Ernst Reichl with a flat back Lynbrook cloth, with one black stamp which covers the entire back and with an aluminum paper band around the book carrying the title. The volume is of long format and the title-page harmonious with the cover.

On its way through also was "Calico Shoes and Other Stories," by James T. Farrell, issued by Vanguard, another example of a two-cloth effect, the binding being in Bancroft-Eaton and the label of Linnot. The placing of the back label somewhat down from the top provides very simply a fresh note to a modestly bound volume.

It is interesting to find several instances of the popularity of copper inks. "The Foundry," by Albert Halper (Viking) has copper ink lettering on Bancroft Linnot and an embossed jacket with copper ink, very appropriate to the subject of the book. A copper inked jacket has also been used for "Maker of Signs," by Whit Burnett, which has a two-material binding, purple paper and cloth back, and for "Your Child Is Normal," by Dr. Grace Adams (Covici).

An experiment still further afield in the use of the two-material combination is the employment of Interlaken Hyco cloth together with a wood veneer label on the back and a large wood veneer panel on the side with a lining paper of the same material, for "Reflections in Music," by Arthur Schnabel (Simon & Schuster), an effective combination for this special book. "What to Do About Wines," by E. & J. van Maanen-Helm, combines cork veneer with a natural finish cloth of harmonious color.

Still another binding material with a decidedly new effect is that which Du Pont has perfected and for which Ernst Reichl supplied the patterns. It is called "brush-stroke cloth," and it has been most attractively used for "Rameses to Rockefeller," by C. H. Whitaker (Random House).

The air brush treatment of cloth has been tried on "Winged Victory," by Victor Yeates (Smith & Haas) on a blue cloth. The air brush treatment has put a "cloud" across the cover just where there is a silver stamped design of an airplane.

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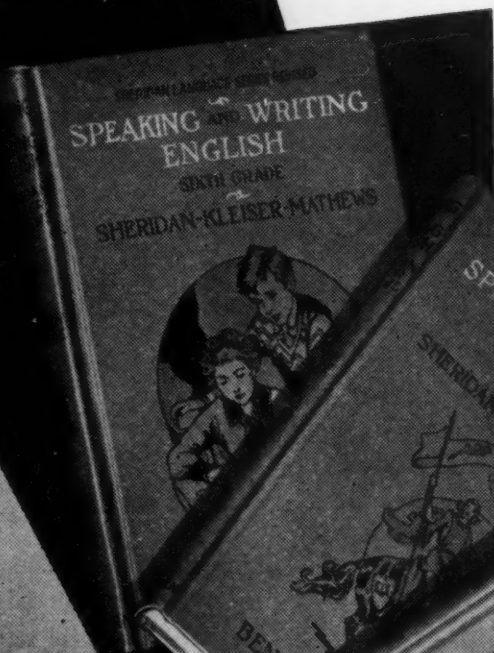
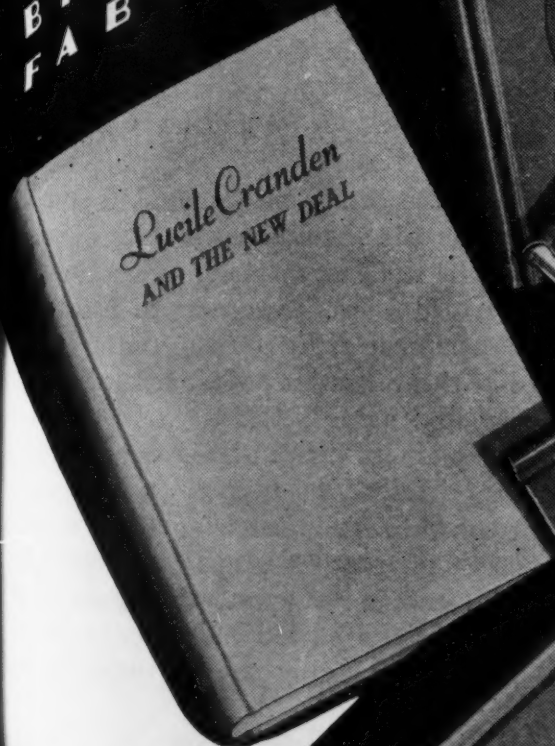
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A new edition of Burton's "Arabian Nights" is passing through the bindery, a Limited Editions Club book in six volumes. Rudge is responsible for the printing of this book, and Harris Wolff Estate is binding it in tooled pigskin.

The new photographic picture book of David Kemp, the new publisher in Rockefeller Center, requires considerable care in binding on account of the bleed pages, and the book is being bound in an all-over photographic design on paper.

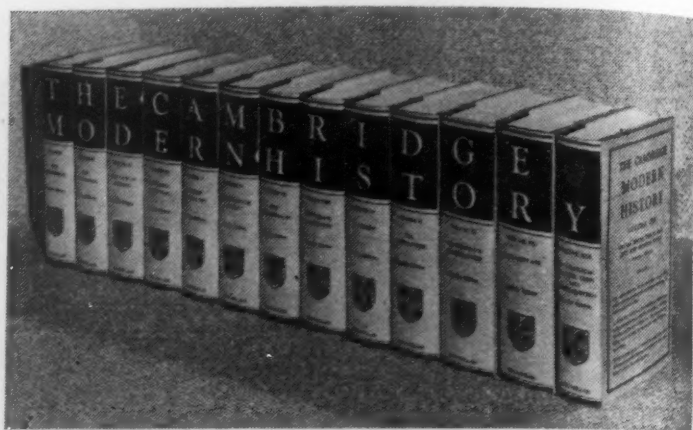
A striking new binding design has been developed by Walter J. Black for his classics, each in the flexible leather cover he has made familiar, wrapped in cellophane.

The Wolff bindery takes much interest in its connection with best sellers, as it is best sellers which keep the bindery busy, and in the front office is a checklist of best sellers with from twenty to forty books a week underlined as being printed or bound or both by Harris Wolff Estate.

### American Institute of Graphic Arts Establishes New Offices

THE AMERICAN INSTITUTE of Graphic Arts has established new offices in the Grand Central Palace Building, 480 Lexington Avenue, New York City. These offices will be the executive headquarters of the Institute from which all activities will in the future be directed.

With the regular work of the Institute, the new offices will combine the new Division of Education, established by the Institute to



*The new edition of "The Cambridge Modern History" has a novel and effective jacket design carrying the title across the full set*

carry on the organized program of printing education, the sponsorship of which was assumed by the Institute last spring after the U.T.A. had found it necessary to discontinue its Department of Education upon its acceptance of the obligations of National Code Authority under the NRA.

The plans of the Institute for the future of the organized program of printing education contemplate broadening it into a more inclusive program of graphic arts education. To this end, the support and cooperation of all the various related industries under the graphic arts is being strongly urged by the Institute.

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## Wide and Narrow Types

BEATRICE WARDE, Director of Publicity for the Lanston Monotype Corporation in London, has sailed for England after a month's visit with her mother, May Lamberton Becker. Besides her research and writing on the history and practice of type design, Mrs. Warde has very practical relations with current developments in English printing, and edits *The Recorder*, the house organ for the Lanston Monotype Corporation.

One of Mrs. Warde's recent broadsides called "How and Why Type Faces Differ" is a successful effort to demonstrate the space-filling attributes of different well-known type designs. It shows how to the eye an 11-point Baskerville with a 2 point lead appears identical in size with a 12-point Centaur set solid and with a 13-point Perpetua; that when a 10-point Baskerville solid is set beside a 10-point Centaur solid to any observer it would seem as though there was at least one point difference in the size of the type, and the difference in the space occupied by the same amount of text is very considerable.

Such differences of space filling come about, of course, because of the body design of the type. Some designs such as Baskerville have short ascenders and descenders and large "x height," while others have long ascenders and descenders and small "x height." Types such as Monotype Fournier, Centaur and Bembo have almost the same type width, while Baskerville or Bodoni require about one-seventh more space for the same text.

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"Cromwell"  
"Dawn"  
"Escapes and Magic of Houdini"  
"Fateful Jutland"  
"Georgie May"  
"Handedness, Right and Left"  
"Indian Patchwork"  
"John Jay"  
"Killings in Carter Cave"  
"Little Caesar"  
"More Merry-Go-Round"  
"Nightingale Mystery"  
"Our American Music"  
"Psychology of Sex"  
"Queen Elizabeth"  
"Robber Barons"  
"Sand Dollars"  
"The Red Knight of Germany"  
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# The Weekly Record

*Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries*

<b>Ar:</b> Fine Arts	<b>Dr:</b> Drama	<b>Hi:</b> History	<b>Po:</b> Poetry	<b>Sp:</b> Sports
<b>Bi:</b> Biography	<b>Ec:</b> Economics	<b>Ju:</b> Juveniles	<b>Re:</b> Religion	<b>Tr:</b> Travel
<b>Bu:</b> Business	<b>Fi:</b> Fiction	<b>Mu:</b> Music	<b>Sc:</b> Science	

## Aldin, Cecil Charles Windsor

Time I was dead; pages from my autobiography. 403p. il. (pt. col.) O '34 N. Y., Scribner 5.00  
The reminiscences of a well-known English artist with many illustrations selected from his sketch-books.

## Atkins, Gaius Glenn

Preaching and the mind of today. 243p. (bibl. footnotes) D c. N. Y., Round Table Press 2.00  
The minister's great opportunity in the modern world is stressed in this study of preaching technique and sermon planning.

## Austin, Frederick Britten

The Red flag. 400p. O [n. d.] Phil., Lippincott 2.50  
Twelve narratives describing revolutions through the ages from 2200 B.C. down to 1977 A.D.

## Bartlett, Arthur C.

A son of the wild pack. 312p. front. D [c. '34] Bost., Wilde 1.75  
The story of a puppy of a wild dog pack that was found by Andy, a young boy having his first taste of life in the wilderness and finding it very different from his suburban home.

## Bement, Newton S.

French modal syntax in the sixteenth century. 186p. (bibl.) (Lang. and lit. ser., v. 11) '34 Ann Arbor, Univ. of Mich. Press 2.50

## Bentley, Madison

The new field of psychology; the psychological functions and their government [new ed.]. 455p. (bibl. notes) il., diagrs. D [c. '24-'34] N. Y., Appleton-Century 3.00

## Berger, Josef

Pogo, the circus horse; il. by James Reid. 213p. D [c. '34] N. Y., Coward-McCann 2.00  
The amusing adventures of Pogo, a circus horse made of two clowns. For children ages 7 to 12.

## Berry, Raymond A.

Dusty rivers. 294p. D c. Phil., Macrae-Smith 2.00  
A western romance with plenty of excitement when a shrewd real estate development promotor set cattlemen against sheepmen to gain his own ends.

## Black, Elizabeth Best

The crime of the chromium bowl. 319p. front. (map) D [c. '34] N. Y., Loring & Mussey 2.00  
Peter Strangely, the lanky Iowa detective, solves a puzzling murder case in Paris.

## Bodley, George R. and others

Mastery arithmetic; b'ks. 1 and 2. 342p.; 399p. il. (pt. col.), diagrs. D [c. '34] Bost., Heath .72; .76

## Bolitho, Gordon

The other Germany. 286p. il. D '34 N. Y., Appleton-Century 3.00  
This diary of a young Englishman who spent three years as a student in Germany, at Heidelberg, pictures the day-to-day lives of the average Germans, a sane, anxious people who have no voice in the political maelstrom.

## Boone, Ilsley

The joys of nudism. 128p. il. D [c. '34] N. Y., Greenberg 1.00  
An outline of the underlying principles and ideas of nudism.

## Bradley, Preston

Courage for to-day. 205p. D [c. '34] Ind., Bobbs-Merrill 1.50  
A message of courage and advice for present-day living, written for those who are disheartened and disillusioned. By the pastor of the Peoples Church in Chicago.

## Bredvold, Louis I.

The intellectual milieu of John Dryden. 197p. (Lang. and lit. ser., v. 12) '34 Ann Arbor, Univ. of Mich. Press 2.50

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

- Brewer, Leighton** **Po**  
Riders of the sky. 171p. O c. Bost., Houghton 2.50  
A narrative poem about a young American aviator's experiences in France during the war.
- Brigham, Albert Perry and McFarlane, Charles T.**  
Our home state and continent [b'k. 2]; Idaho ed., by Francis B. Laney and Oren A. Fitzgerald. 339p. (bibl. notes) il. (col. front.), maps (pt. col.) O (Our world and ourselves) [c. '33, '34] N. Y., Amer. B'k. 1.32
- Brodeur, Arthur Gilchrist**  
The pageant of civilization. 564p. (26p. bibl.) il., maps O (De luxe eds.) [c. '31] Garden City, N. Y., Garden City Pub. Co. buck., 1.46
- Brown, Charles S.**  
Shifted letters puzzles; an anagram-game-book for solitaire or group play; one hundred poems with missing words. 111p. D [c. '34] Bost., Wilde 1.00
- Brown, Forrest R.** **Fi**  
Danger trail. 255p. D [c. '34] N. Y., Loring & Mussey 2.00  
A fast-shooting romance of the West.
- Burroughs, Prince Emmanuel, D.D.** **Re**  
How to win to Christ. 105p. D [c. '34] Nashville, S. S. B'd. of So. Bapt. Convention .60; pap., .40  
A textbook for a Sunday school teachers' training course.
- Burt, Katharine Newlin [Mrs. Maxwell Struthers Burt]** **Fi**  
This woman and this man. 301p. D c. N. Y., Scribner 2.00  
The romance of a girl of the Wyoming mountain country and a man from the East.
- Cabell, James Branch**  
Ladies and gentlemen; a parcel of reconsiderations. 314p. D c. N. Y., McBride 2.50  
Twenty letters to Penelope, Tutankhamen, Solomon, Sir Galahad, Hamlet, Edgar Allan Poe, and other famous personalities, reassessing their reputations and characters.
- Canby, Henry Seidel**  
The age of confidence; life in the nineties; il. by Albert Kruse. 260p. O [c. '34] N. Y., Farrar & Rinehart 2.50  
In recalling his youth in Wilmington, Delaware, of the 1890's, the author uses this small city as a microcosm of the life, manners and customs current in America at that time.
- Carr, Wilbert Lester and others**  
The living language; a second Latin book. 655p. (bibl.) il., maps (pt. col.), diagrs. D [c. '34] Bost., Heath 1.80
- Bell, Lewis C. and Shaeffer, Glenn N.**  
Introductory metalworking problems. 24p. diagrs. O [c. '34] Peoria, Ill., Manual Arts Press pap., .24
- Berkeley, Comyns and others**  
Diseases of women; new 5th rev. ed. il. (pt. col.) (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 6.00
- Bradbury, Robert H.**  
Experimental studies in chemistry. 300p. diagrs. O [c. '34] N. Y., Appleton-Century pap., 1.00
- Braun, Wilbur**  
Murdered alive! a mystery comedy in three acts. 116p. diagr. D c. '34 N. Y., S. French pap., .50
- Bureau of Mines**  
Mineral resources of the United States, 1931; pt. 1, Metals. 710p. (bibls.) '34 Wash., D. C., Gov't Pr. Off., Sup't of Doc. 1.50
- Carton, Ronald** **Tr**  
England; 2nd ed. 258p. il. (col.), map D (Black's new ser. of colour b'ks.) '34 [N. Y., Macmillan] 2.00
- Clark, Sydney Aylmer** **Tr**  
Spain on fifty dollars. 268p. il., maps T (Fifty dollar ser.) [c. '34] N. Y., McBride 1.90  
A practical guide for an inexpensive trip to Spain.
- Coatsworth, Elizabeth Jane [Mrs. Henry Beston Sheahan]** **Ju**  
Away goes Sally; il. by Helen Sewell. 122p. O c. N. Y., Macmillan 2.00  
The adventures of Sally who traveled with her three aunts and two uncles from Massachusetts to Maine in an oxen-drawn sleigh, a house on runners.
- Collier, Virginia MacMakin and Eaton, Jeanette** **Ju**  
Roland the warrior; il. by Frank E. Schoonover. 237p. (3p. bibl.) il. (pt. col.) O [c. '34] N. Y., Harcourt 2.75  
The story of Roland, famous French warrior of the Middle Ages, retold for boys and girls.
- Collins, Archie Frederick** **Ju**  
Making things for fun; a how-to-make book for boys and girls of all ages. 293p. il., diagrs. D c. N. Y., Appleton-Century 2.00  
Clear and simple directions on how to make things out of paper, cardboard, wood, etc., from simple toys to model ships and radio receivers.
- Constant, G.** **★ Re**  
The Reformation in England; 1, The English schism, Henry VIII (1509-1547); tr. [from the French] by Rev. R. E. Scantlebury; preface by Hilaire Belloc. 552p. (bibl. notes) O '34 N. Y., Sheed & Ward 4.00  
A well-documented historical study of the opening part of the English Reformation, by a Catholic.
- Cummings, Ruth** **Fi**  
Song of the flesh. 247p. D [c. '34] N. Y., Macaulay 2.00  
The ups and downs in the career of Ruby Wilson whose beauty was startling and whose temper was vicious.
- Davis, Kathryn W.**  
The Soviets at Geneva; the U.S.S.R. and the League of Nations, 1919-1933. 315p. (4p. bibl.) il. O '34 [N. Y., Author, 548 W. 114th St.] 2.00  
A study of fifteen years of Moscow-Geneva dealings, with emphasis laid primarily on the actual co-operation effected at Geneva.
- Dennen, Leon**  
Where the ghetto ends; Jews in Soviet Russia. 254p. il., map O [c. '34] N. Y., King 2.50  
The author, an American Jew of Russian parents, gives an account of his recent visit to Soviet Russia where Jews are treated far differently than they were in Czarist Russia.
- Campa, Arthur L.**  
Spanish religious folktheatre in the Spanish Southwest; first and second cycles. 71p.; 157p. (bibls.) O (Univ. of N. M. bull. whole nos. 238 and 245; Language ser. v. 5, nos. 1 and 2) '34 Albuquerque, Univ. of N. M. Press pap., apply
- Collins, Selwyn D.**  
Frequency of health examinations in 9,000 families, based on nation-wide periodic canvasses, 1928-1931. 26p. (bibl.) O (Public Health Service reprint 1618) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05
- Collins, W. D. and others**  
The industrial utility of public water supplies in the United States, 1932. 139p. (bibl. footnotes) map, diagr. O (Geological survey water-supply paper 658) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .15



- Dent, Thomas, pseud.** **Bi**  
Then a soldier. . . . 351p. O [c. '34] N. Y., John Day 2.75  
A young English author, whom the publishers say is well-known, writes frankly of his childhood in Africa, his boyhood in England, and his young manhood during Oxford days and wartime.
- de Sager, Walter A.**  
Making pottery. 96p. il. O (How to do it ser., v. 7) '34 N. Y., Studio Pub'ns. bds. 3.50  
A simple presentation of the technique of pottery making, with a brief history of pottery and of the various kinds of pottery produced in the past.
- Dodge, Louis** **Fi**  
The American. 644p. O [c. '34] N. Y., Messner 2.50  
The story of Leander Calvert, a pioneer farmer and adventurer in the Middle West, Southwest and West.
- Drew, Anne Stanton** **Fi**  
Overture. 287p. D ['34] N. Y., Loring & Mussey 2.00  
The romance of a young girl who was trying to achieve success on the London stage.
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Gaston and Joséphine in America. no p. il. (col.) O [c. '34] N. Y., Oxford bds. 2.00  
Further adventures of the two little French pigs during their visit in America.
- Durant, William James**  
The mansions of philosophy; a survey of human life and destiny. 723p. (6p. bibl.) O (De luxe eds.) [c. '29] Garden City, N. Y., Garden City Pub. Co. buck. 1.43
- Eager, George T.** **Bu**  
Dollar makers; introd. by Bruce Barton. 209p. D [c. '34] N. Y., Greenberg 2.00  
A description of 197 sales ideas that worked.
- Einstein, Albert** **★**  
The world as I see it [tr. from the German by Alan Harris]. 290p. diagrs. D c. N. Y., Covici, Friede 2.50  
The eminent German scientist expresses his opinions on life, on the world about him, and on his own scientific achievements.
- Fay, C. R.** **Ec**  
Imperial economy and its place in the formation of economic doctrine, 1600-1932. 151p. D '34 N. Y., Oxford 2.25
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The story of Consuelo, a gypsy who longed to become famous as a dancer.
- Fishman, Joseph Fulling**  
Sex in prison; revealing sex conditions in American prisons. 256p. il. O [c. '34] N. Y., Nat'l. Library Press, 110 W. 42nd St. 3.00  
The author is a former inspector of federal prisons.
- Flaccus, Kimball** **Po**  
Avalanche of April. 70p. O c. N. Y., Scribner 2.00  
Poems that reveal the essential characteristics of the New England countryside and its people.
- Frank, Waldo David [Searchlight, pseud.]** **Fi**  
The death and birth of David Markand; an American story. 542p. D c. N. Y., Scribner 2.75  
A thoughtful story of American life in the years just prior to America's entry into the World War.
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R. E. Lee; a biography; 2 v. 665p.; 632p. (5p. bibl.) il., maps O c. N. Y., Scribner 3.75, ea., b'xd.  
The first two volumes of an exhaustive biography of Robert E. Lee which is based on much new material, including unpublished manuscripts, letters, letter-books, etc. It will be complete in four volumes. The author has been for twenty years editor of the Richmond *News Leader*.
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The Royal Mimkin. 128p. il. (pt. col.) O c. N. Y., Oxford 1.75  
Mr. Tid finds an ancient emblem lost long ago by a king in a faraway land and sets out with Binny, a young boy, to return the Mimkin to its rightful owner.
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Timothy. 47p. il. sq. S [c. '34] N. Y., Oxford bds. .75  
The story of Timothy, a young deer searching for his first antlers, and of his friend Jennie, the pheasant. For boys and girls, ages 6 to 11.
- Garrison, Winfred Ernest**  
Intolerance. 285p. O c. N. Y., Round Table Press 2.50  
A critical and analytical study of intolerance as displayed yesterday and today.
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Unitarianism or historic Christianity? 50p. D '34 N. Y., Oxford .35
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The business cycle and the "New Deal"; a supplementary chapter in economics. 22p. (bibl.) S [c. '34] N. Y., Amer. B'k pap., .08
- Farmer, Foy Johnson**  
At the gate of Asia [missionary work in Japan]. 120p. (5p. bibl.) il., map S [c. '34] Nashville, S. S. B'd of So. Bapt. Convention pap., apply
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The Chaco War and the United States. 23p. map Q ['34] N. Y., L. & S. Printing Co., 238 William St. pap., apply
- Fleming, Walter E. and Baker, Francis E.**  
The use of naphthalene against the Japanese beetle. 28p. (3p. bibl.) O (U. S. Dept. of Agri. technical bull. no. 427) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05
- Gardner, Frank**  
Mechanics; a text-book for engineering students. 266p. il. D '34 N. Y., Oxford 2.75
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The Jew and Jesus. 28p. (bibl. footnotes) O [c. '34] Nashville, S. S. B'd of So. Bapt. Convention pap., apply
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The new Unemployment Act popularly explained; a simple description of insurance benefit, the new unemployment assistance scheme, training and voluntary occupation. 32p. O '34 N. Y., Longmans pap., .36
- Decade of progress in eugenics (A);** scientific papers presented at the Third International Congress of Eugenics held at New York, August, 1932. 533p. il. O (Wm. Wood pub'n) '34 Balt., Williams & Wilkins 6.00
- Dent, Edward J.**  
Music of the Renaissance in Italy; annual Italian Lecture of the British Academy, 1933. 27p. Q '34 N. Y., Oxford .60
- Deutsch, Julius**  
The civil war in Austria; a first-hand account from eye-witnesses and participants; tr. [from the German] by David P. Berenberg. 78p. il. O c. Chic., Socialist Party Nat'l Headquarters pap., .25
- Dictionary of books relating to America (A),** from its discovery to the present time; pts. 145-147, Ternaux to Tompson. 292p. O (Bibliotheca Americana) '34 N. Y. [Bibliographical Soc. of America] pap., apply
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Beating the tattoo; a comedy in one act. 15p. diagr. D c. '34 N. Y., S. French pap., .30

**Geller, James J.**

Grandfather's follies; il. by John Held, jr. 218p.  
O [c. '34] N. Y., Macaulay 3.00  
Information filled with human and historic interest  
about the theatrical successes, actors and dramatists of  
the nineties.

**Gibran, Kahlil**

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Prose poems; tr. from the Arabic by Andrew  
Chareeb [il. by the author]. 86p. O c. N. Y.,  
Knopf 2.50  
Sentient poems by the author of "The Prophet."

**Ginzberg, Eli**

The house of Adam Smith. 273p. (bibl. notes)  
front. (por.) O c. N. Y., Columbia Univ. Press 2.75  
Essays on the Scottish economist of the 18th century  
and his famous work "The Wealth of Nations."

**Gosse, Sir Edmund William**

Bi  
Father and son; a study of two temperaments.  
314p. T (World's classics no. 427) [c. '07] N. Y.,  
Oxford .80

**Granville, William Anthony and others**

Elements of the differential and integral calculus;  
new ed. 527p. il. (pors.), diags. O (Mathematical  
texts for colleges) [c. '04-'34] Bost., Ginn 3.20

**Guide to Adirondack trails; northeastern section.**

116p. (6p. bibl.) maps T [c. '34] Albany,  
N. Y., Adirondack Mountain Club, Box 59, Capitol  
Sta. pap., .75

**Hall, James Norman**

The tale of a shipwreck. 163p. il. O c. Bost.,  
Houghton 2.50  
The co-author of "Mutiny on the Bounty" describes  
the thrilling voyage he made from his home in Tahiti  
to Pitcairn Island during which he was shipwrecked  
on an uninhabited coral island.

**Harley, John Eugene**

Documentary textbook on international relations.  
850p. (bibl.) '34 Los Angeles, Suttonhouse, Pub-  
lishers, 523 H. W. Hellman Bldg. 6.00

**Hill, Frank Ernest**

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The westward star. 275p. O [c. '34] N. Y.,  
John Day 2.50  
A novel in verse about the courageous pioneers who  
journeyed westward in covered wagons and conquered  
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experiences of Celeste and Emmet.

**Hill, Henry Chase, comp.**

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The new wonder book of knowledge; the mar-  
vels of modern industry and invention, the interest-  
ing stories of common things, the mysterious  
processes of nature simply explained; ed. and rev.  
by Will H. Johnston. 600p. il. (col. front.), diags.  
O [c. '17-'34] Phil., Winston 2.50

**Hill, Mabel Betsy**

Ju  
Down-along Apple Market Street; il. by the author.  
no p. il. (pt. col.) obl. T [c. '34] [N. Y., Stokes]  
1.35

**Green, Thomas Henry**

Manual of pathology; new 15th ed. by Dr. H. W.  
C. Vines and Dr. Kenneth M. Lynch. 940p. il. (pt.  
col.) (Wm. Wood pub'n) '34 Balt., Williams & Wil-  
kins 6.50

**Hadsell, S. R., ed.**

Freshman themes, 1933-1934. 206p. O c. Norman,  
Univ. of Okla. Press pap., .85

A picture book for little children telling about Judy  
Jo's Saturday morning visit to her grandmother's  
house at the opposite end of the tiny New England  
village.

**Holton, Edith Austin**

Fi  
Cap'n Alf's log. 312p. D [c. '34] N. Y., Crowell.  
2.00  
To inherit her Uncle Alf's large estate Miriam Hud-  
son was forced to live for a year with her Aunt Mahala  
in a sleepy little Cape Cod village.

**Hopkin-James, Lemuel J.**

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The Celtic Gospels; their story and their text.  
348p. il. O '34 N. Y., Oxford 12.00

**Houser, Lionel**

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Caress and farewell. 287p. D [c. '34] N. Y.,  
Messner 2.50  
This strange story of Dr. Lily Parrance, a brilliant  
surgeon and beautiful woman who tried to create a  
perfect lover for herself, is laid in Paris and Egypt.

**Howard, Russell S.**

Sc  
Units in chemistry. 832p. il. (col. front.), diags.  
D [c. '34] N. Y., Holt 1.80  
An elementary chemistry textbook.

**Huebner, Solomon S. and others**

The stock market; rev. and enl. ed. 610 p. (6p.  
bibl.) D [c. '34] N. Y., Appleton-Century 3.50

**Huxley, Julian Sorell**

If I were dictator. 169p. O c. N. Y., Harper  
2.00  
An outstanding biologist outlines his political philos-  
ophy which is based on the principles of scientific  
humanism.

**Ionides, Basil**

Colour in everyday rooms; with remarks on  
sundry aspects of decoration. 115p. il. (col. front.)  
O [c. '34] N. Y., Scribner bds. 3.75  
Information and suggestions on color schemes and  
the proper use of color in interior decoration.

**Irving, Washington**

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Rip Van Winkle; a posthumous writing of  
Diedrich Knickerbocker. 41p. il. (pt. col.) O  
(Helen Gentry juveniles) '34 San Francisco, Helen  
Gentry 2.00

**Jay, Mrs. Mae Foster**

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High on a hill. 313p. front. D [c. '34] Bost.,  
Wilde 2.00  
A western romance for older girls which emphasizes  
character development.

**Jenkins, William Fitzgerald [Murray Leinster, pseud.]**

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Fighting Horse Valley. 253p. D [c. '34] N. Y.,  
King 2.00  
A modern western romance about the difficulties and  
dangers Chet Holliday encountered when he tried to  
reopen an abandoned gold mine.

**Johns, Charles Rowland**

The Rowland Johns dog-book. 111p. il. D [n. d.]  
N. Y., Dutton 2.50  
Sketches and information about our dog friends.

**Hillquit, Morris**

Foundations of Socialism. 24p. front. (por.) O '34  
Chic., Socialist Party Nat'l Headquarters pap., .10

**Hoge, V. M.**

Psittacosis in the United States; incidence, scientific  
aspects, and administrative control measures. 12p. O  
(Public Health Service reprint no. 1622) '34 Wash.,  
D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05



**Kasten, Lloyd A., and Neale-Silva, Eduardo**  
Lecturas escogidas. 267p. il. D c. N. Y., Harper  
1.20

A Spanish reader for elementary college and high school courses.

**Keating, Lawrence A.** Fi  
Silver River Ranch. 256p. D [c. '34] N. Y., Clode 2.00

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**Kent, Mrs. Louise Andrews** Fi  
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The tomahawk trail. 328p. il. (col.), map D c. N. Y., Stokes 2.50

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**Landon, Louise, pseud. [Mrs. Louise Platt Hauck, Peter Ash, Lane Archer, pseud]** Fi

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To protect her attractive and susceptible father from ambitious widows, red-headed Laurie enlisted the aid of the young man next door who boasted of his woman-proof armor.

**Larrimore, Lida, pseud. [Lida Larrimore Turner]** Fi  
True by the sun. 312p. D c. Phil., Macrae-Smith 2.00

When the generous allowance his father had given him suddenly stopped, Jim Fielding turned to his uncle's Scotch gardener for advice which began with a job and ended with a girl.

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Sweet and hot. 283p. D '34 N. Y., Godwin 2.00

**Layng, Charles** Bi  
The monarch who wouldn't go mad. 252p. (bibl.) O [c. '34] Chic., Reilly & Lee 2.50

A biography of Franz Joseph, Emperor of Austria.

**Lenski, Lois [Mrs. Arthur Covey]** Ju  
Gooseberry garden; il. by the author. no p. il. (col.) obl. S c. N. Y., Harper bds., 1.00

The adventures of the Gooseberry children as they searched the garden for their lost bird. For small children.

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The little auto [il. by the author]. no p. il. (pt. col.) sq. S [c. '34] N. Y., Oxford .75

The picture story of Mr. Small and his red auto. For little children.

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Earnings and standard of living of one thousand railway employees during the depression. 56p. il. O '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

**Locy, William Albert** Sc  
The story of biology. 509p. (14p. bibl.) il., diagrs. O (De luxe eds.) [c. '25] Garden City, N. Y., Garden City Pub. Co. buck., 1.54

**McElhone, Rev. James F.** Ju  
Tim. 188p. front. D c. N. Y., Benziger 1.25

The exciting adventures that befell Tim, a small Irish boy, on his visit to the United States. For Catholic children.

**Macneill, Eoin** Re  
St. Patrick, apostle of Ireland. 128p. D '34 N. Y., Sheed & Ward 1.25

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**Magoffin, Ralph Van Deman and Davis, Emily Cleveland** Ar  
The romance of archaeology. 363p. (bibl. notes) il., maps O (De luxe eds.) [c. '29] Garden City, N. Y., Garden City Pub. Co. buck., 1.59

**Mansion, J. E., ed.**  
Heath's standard French and English dictionary; pt. 1, French-English. 928p. Q '34 Bost., Heath buck., 11.00; set, 20.00

**Marquis, Albert Nelson, ed.** Bi  
Who's who in America; a biographical dictionary of notable living men and women of the United States; v. 18, 1934-1935. 2630p. O '34, c. '99-'34 Chic., A. N. Marquis Co. 8.75

**Marshall, Rev. Thomas C.** Re  
Immatéria medica; a collection of prayers; for the use of the sick and those who minister to the sick. 58p. T [c. '34] Bost., Stratford bds., .50

**Mason, Mrs. Frances Baker, ed.**  
The great design; order and progress in nature. 324p. (bibls.) D c. N. Y., Macmillan 2.50

Essays by scientific thinkers in which they state how the world and nature seem to them, first as scientists and then as men.

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Modern painting. 401p. il. O (De luxe eds.) [c. '27] Garden City, N. Y., Garden City Pub. Co. buck., 1.46

**Mathews, Basil Joseph** Ju  
The story of Jesus; a book for young people. 224p. il., map D '34 N. Y., Harper 1.50

**Mathews, Shailer, ed.** Re  
The student's Gospels; a harmony of the synoptics; the Gospel of John; 2nd ed. 266p. S (Univ. of Chic. pub'ns in religious educ., constructive studies) [c. '27, '34] Chic., Univ. of Chic. Press. 1.00

**Matthews, Walter Robert, D.D.** Re  
God and this troubled world. 260p. (bibl. foot-notes) D [c. '34] N. Y., Dutton 2.50

Essays in spiritual construction by the Dean of St. Paul's, London.

**Leach, Glen C.**  
Propagation and distribution of food fishes, 1933-35p. O (Bureau of Fisheries pub'n) '34 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .05

**Lemon, Harvey B. and Schlesinger, Hermann I.**  
Sound; a guide for use with the educational sound pictures "Sound Waves and Their Sources" and "Fundamentals of Acoustics." 42p. (bibl.) il. D [c. '34] Chic., Univ. of Chic. Press pap., .35

**Liverpool, Bishop of**  
Who are Christians? an inquiry into spiritual relationships within the Christian fellowship. 23p. O '34 N. Y., Oxford .40



**Mawson, Christopher Orlando Sylvester**

Roget's Thesaurus of the English language in dictionary form; with an appendix of foreign words and expressions. 610p. O (De luxe eds.) [c. '31] Garden City, N. Y., Garden City Pub. Co. buck., 1.39

**Mayer, F. Sidney**

Why two worlds? the relation of physical to spiritual realities. 272p. O [c. '34] [Balt., Author, 3812 Barrington Rd.] 1.50

**Meritt, Benjamin Dean and West, Allen Brown**

The Athenian assessment of 425 B.C. 126p. (bibl.) il. (Humanistic ser., v. 33) '34 Ann Arbor, Univ. of Mich. Press 2.50

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the staff of the Walt Disney Studios. no p. il. (pt. col.) Q [c. '34] N. Y., Blue Ribbon B'ks. bds., 1.00

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**Morton, Guy Eugene**

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**Miller, A. K. and Owen, John Britts**

Cherokee nautiloids of the northern mid-continent region. 82p. (bibl. footnotes) il., diagrs. O (Studies in natural hist., v. 16, no. 3; new ser. no. 280) '34 Iowa City, Univ. of Ia. pap., 1.00

**Moulton, C. W.**

Library of literary criticism of English and American authors; 8 v. il. (Reprint ed.) '34 N. Y., Peter Smith 8.00, ea.

**Mundy, Talbot**

Tros of Samothrace. 958p. O '34, c. '25-'34 N. Y., Appleton-Century 3.00

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A study of the contents, structure and historical backgrounds of the books of the Old Testament.

**Oliver, Jerome**

Khan—phantom emperor of 1940. 336p. D '34 N. Y., J. C. Reklar & Co., 280 B'way. 2.50

**Parker, Cornelia Stratton [Mrs. C. H. Parker]**

Wanderer's circle. 355p. map O c. Bost., Houghton 3.50

The author of "An American Idyll," "English Summer," etc., writes candidly and intimately of her happy life, packed full of fun, interest and variety.

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Studies in Bible literature.

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An analysis of the present situation in the Pacific.

**Plato**

The Parmenides of Plato; tr. [from the Greek] by A. E. Taylor. 161p. D '34 N. Y., Oxford 2.75

**Peet, T. E.**

The present position of Egyptological studies. 22p. O '34 N. Y., Oxford .75

**Powell, Preston**

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**Proskauer, Julien J.**

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Essays and papers on the Domestic Relations Court in New York by its founder.

**Raley, Dorothy, ed.**

A Century of Progress homes and furnishings. 127p. il., diagrs. Q [c. '34] Chic., M. A. Ring Co., 316 W. Randolph St. lea. cl., 2.50

Descriptions, photographs and floor plans of the houses and their furnishings exhibited at the Century of Progress Fair in Chicago in 1934.

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Medieval and modern times; an introduction to the history of western civilization from the dissolution of the Roman Empire to the present time; 2nd rev. ed. 88op. (21p. bibl.) il. (pt. col.), maps (pt. col.) D [c. '16-'34] Bost., Ginn 2.12

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King. Gnostics and Their Remains.  
Hippolytus (Ante-Nicene Fathers, v. 5).

**J. A. Allen & Co., 16, Grenville, London, W.C.1**  
Wells, H. G. Faults of the Fabian. 1st ed.;  
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Payne. Vols. 2, 3, 4, 6 and 10.

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Carpenter. The Greeks in Spain. 1925.  
Cambridge Ancient History. Vols. 5-8.  
Durham. Critical Essays of 18th Century.  
Frank. Economic History of Rome. 1927.  
Gayley & Scott. Introd. to Literary Crit.  
Gregory. Accounting Reports in Business.  
Hayes. Accounting for Executive Control.  
Hearnshaw. Social & Polit. Ideas of Ren.  
Hegel. Phänomenologie des Geistes. Meiner.  
John Crerar Library. Bibliographies. 1902.  
Keogh. Some General Bibliographical Works.  
Milton. Comus abridged by Chater. 1911.  
Northup. Register of Bibliographies. 1925.  
Sonnenschein. Best Books, part 4. 3rd ed.

**Allen's Bookstore, Inc., Hendrick Hudson Hotel,**  
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 Smith. Glories of Venus.

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 Howard. History of Matrimonial Institutions. 3  
 vols. Chicago Univ. Press.

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 Lewis. Air Conditioning for Comfort. 1932.  
 Emerson. Architect. & Furn. of Spanish Colonies.  
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 American Architect. 1934, no. 2621 only.  
 Transact. of Amer. Soc. of Mechan. Engin. 1927,  
 1928.

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 Wharton. Leopard Hunts Alone.  
 Whitcomb. Chronological Outlines of American  
 Literature.  
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**Wm. Ballantyne & Sons, 1421 F St., N.W.,  
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**Bibliophile, 1830 N. High St., Columbus, O.**  
 Thomas Truxton. Notes on Latitude and Longi-  
 tude. Philadelphia. 1794.  
 Paul L. Ford's Works of Jefferson. 10 vols.  
 Saltus, E. Imperial Purple. Not 1st.  
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**Biblo and Tannen, 103 E. 9th St., New York**  
 Richardson. Development and Anatomy of the  
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Gayley, C. M. F. Beaumont, Dramatist. Duckworth. 1914.
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Markham. Man With Hoe. San Francisco. 1899.
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West. Natural Fly and Its Imitation.

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Mahan. Naval Strategy.  
Ewalt. Roots of the War.  
Comte de Paris. History of Civil War.  
Review of Reviews Photographic History of Civil War. 10 vols.  
Fortune Magazine. Aug., 1932; July & Aug., 1934.

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Encyclopedia Britannica. 14th ed.  
Asoka. Buddhist Emperor.

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E. R. Dumont. The Peoples Natural History, vol. 5. Living Races of Mankind. Dodd, Mead.  
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Chas. F. Kroeh. The French Verb.

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Belloc Translation. Tristan and Isolde.

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Kirk. History of Charles the Bold. Vol. 3. Lakeside Classics. 1929-30-31.  
McGuffey's Readers. Early editions. Any.  
Saltus. Historia Amoris.  
Trollope. The Warden; Barchester Towers. 1sts.  
Dancing. Badminton Library.

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Baring, Maurice. "C." 1st English ed.  
Streeter. Reality. Macmillan. 1926.  
Comic Blackstone. Any ed.  
Vanity Fair Magazine. Complete or odd vols.  
Hervey. Ethan Quest.  
Tracy. David Greer.  
Emily Hahn. Seductio ad Absurdum.  
Morals and Dogma of the Ancient and Accepted Scottish Rites of Free Masonry. Charleston A. M. 5641.  
General Hist. Cyclopedia and Dict. of Free Masonry. Pub. R. Macoy. N. Y. 1870.  
McFee. Aliens. Eng. 1st; Engineers Note Book. 1st issue.  
Taine. French Rev. Holt. 3 vols.  
Hume. Essay Human Understanding.

**Claremont Coll. Library, Claremont, Calif.**  
Seward, W. H. Works. Ed. by Baker; Autobiography, and Memoir by his son.

**Arthur H. Clark Co., 1214 S. Brand Blvd., Glendale, Calif.**  
Bartlett. Hist. of Wyo. 3 vols.; also vol. 1. Cheap.  
Blair & Robertson. Phil. Is. Vols. 30, 31, 32.  
Horse. Books on Training (only) the Horse.  
International Polo Club Guide.  
McCallen. Palaces of Sin.  
N. Y. Tribune. 1902-1912.  
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Thaddeus. Frederick the Great.

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College Book Co., Columbus, O.  
All titles of Nature Library. Doubleday, Page.

Columbia Univ. Bookstore, 2960 B'dway, N. Y.  
Gelez. From the Unconscious to the Conscious.  
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Columbia University Library, New York  
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ner. 1898.  
Hallock and Wade. Outline of Evolution of  
Weights and Measures of the Metric System.  
Macmillan.  
Journal of Anatomy. Vol. 65, part 4. July, 1931.  
Lethaby. Architecture, Mysticism and Myth.  
Macmillan. 1892.  
Lloyd, J. E. A History of Wales. Longmans.  
1911.  
Mahaffy, J. F. Greek Life and Thought. Mac-  
millan. 1887.  
Massachusetts Historical Society—Collections Fifth  
Series. Vol. 9.  
New York Herald Tribune Women's Conference  
on Current Problems. Report 1-2 (1931-  
32?). Herald Tribune.  
North Hempstead. Town Board of. Records of  
the Towns of North & South Hempstead.  
Nos. 6-8.  
Pillai, J. M. N. Studies in Saiva Siddhanta.  
Madras.  
Radau, Hugo. Ninib, the Determiner of Fates.  
Rudolph Merkil.  
Ram. Comparative Colonial Policy With Special  
Reference to the American Colonial Policy.  
Longmans. 1926.  
Rydberg, V. The Magic of the Middle Ages.  
Holt. 1879.  
Schlesinger. Colonial Merchants and the American  
Revolution. Col. Univ. Press. 1918.  
Strong. Roman Sculpture from Augustus to Con-  
stantine. Scribner, or Duckworth. 1907.  
U. S. State Department. Statutes Passed at 1st  
Session of 73d Congress. 1933. 2 copies.  
Wegelin, Oscar. Early American Plays. 1714-  
1830. 2nd revised ed. 1905. The Literary  
Collectors Press.  
Welles, G. Diary of Gideon Welles. Houghton,  
Mifflin. 1911.

Concord Book Shop, 36 S. Michigan Ave., Chicago  
John Webster and the Elizabethan Drama. Brooke.  
The Revolt Against Civilization. Stoddard.  
Holly Berries. Ida Waugh. Describe contents.

Concord Books, Inc., 1501 Broadway, New York  
Berthold Litzmann. Clara Schumann. 1913.

Congregational Pub. Soc., 14 Beacon St., Boston  
Abbott, L. The Theology of an Evolutionist.  
Houghton.  
Gordon, G. A. Religion and Miracle. New and  
Enl. ed. Houghton. 1910.

Connecticut State College Lib., Storrs, Conn.  
Runge. Graphical Methods.  
Jameson, J. F. History of Historical Writing in  
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Detroit, Mich., Public Library  
Financial History of U. S. 3 vols. Albert S. Bolles.

DeWitt's Book Store, 620 14th St., Oakland, Cal.  
American Philatelist. 1930, Nov.  
Adventure. 1926, Jan. 10.  
Smith. Porto Bello Gold.  
Flagg. Construction of Small Houses.  
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Silver. Dick Arnold of the Varsity.

Doubleday, Doran Book Shops, Garden City, N. Y.  
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Radisson, P. E. Voyages. Prince Society Publications. Vol. 16. Boston. 1885.  
Review of Economic Statistics. 1919 to date. Cambridge, Mass.  
Richardson, F. H. H. W. Grady. 1890.  
Rife, Clarence W. Vermont and Great Britain. 1779-83.  
Robinson, J. Circus Lady.  
Royall, Anne. Letters from Alabama. Washington. 1830.  
San Diego. Fine Arts Gallery Bulletin. Vol. 4, nos. 3 and 4, July and Oct., 1930.  
Saunders, W. J. Kalomera.  
Scollard, Clinton. The Lutes of Morn.  
Scott. Coaching Manual  
Scrannel Pipe, The. (?) Author.  
Seler, E. The Aubin Tonalamatl. Trans. by A. H. Keane.  
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Any Medical books after 1920.

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Firemen's Pension Fund of Philadelphia. J. Albert Cassidy. 1891.

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Nicolay & Hay. Abraham Lincoln, a History. Century. 1904. Vols. 1, 2, 3, 4, 8.

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Conn. Historical Soc. Collections. Vol. 1.  
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Odd Fellows Happenings for 1844.

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Louisville Free Public Lib., Louisville, Ky. Poole's Index to Periodical Literature. First supplement from January 1, 1882, to January 1, 1887. William Frederick Poole and William I. Fletcher. 1888.

Lowman & Hanford Co., 1515 2nd Ave., Seattle Consolidated Statements Holding and Subsidiary. Finney.

Englishman's Greek New Testament. Interlineal. P. P. Quimby's Manuscripts. Ten Years of Secret Diplomacy. Ed. Morel.

Mrs. V. B. Lyman, 46 Atlantic St., Buffalo, N. Y. Your Infinite Possibilities. Automatic writing from Henry James to J. R. Burt. Anchor Press. Piffar, Essex. Science of Being. Baron Sersen. Printed by author. Brooklyn. 1923.

McAuliffe Paper Co., Inc., Burlington, Vt. Book of Madonnas. Hurd. Bates & Guild. 1908.

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Fortune Mag. November, 1933, with Beck article.  
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Art News. Vol. 31, nos. 1-5, October 1-29, 1932.



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- Irwin, John T. Oscillographs. 1925. Pitman.
- Lasswell, H. D. Propaganda Technique in the World War. Routledge.
- London Mathematical Society. Notes on the Preparation of Mathematical Papers. 1932. Hodgson.
- N. E. A. Dept. of Supt. Yearbook. 1st, 2nd.
- National Industrial Conference Board. Administration of the General Property Tax. 1930. The Board (Pub.).
- Watson, John. Outline of Philosophy. 1898. Macm.
- Wickersham, James Pyle. A History of Education in Penna. Lancaster. Inquirer Pub. Co. 1886.

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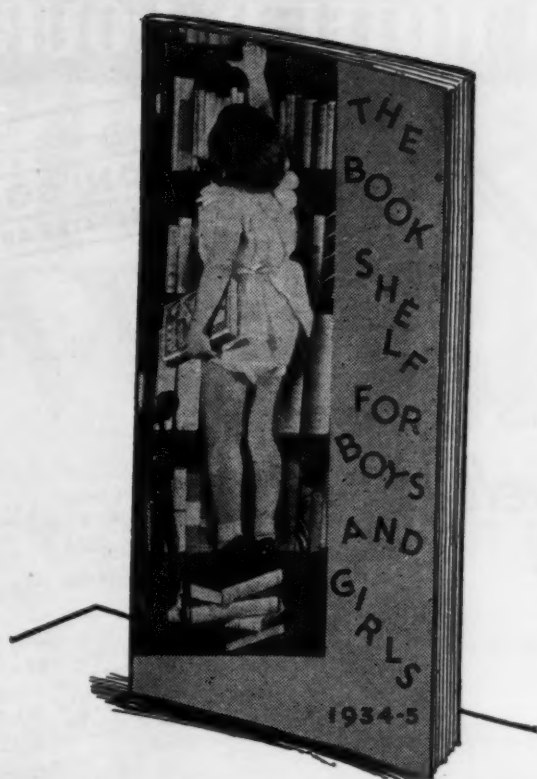
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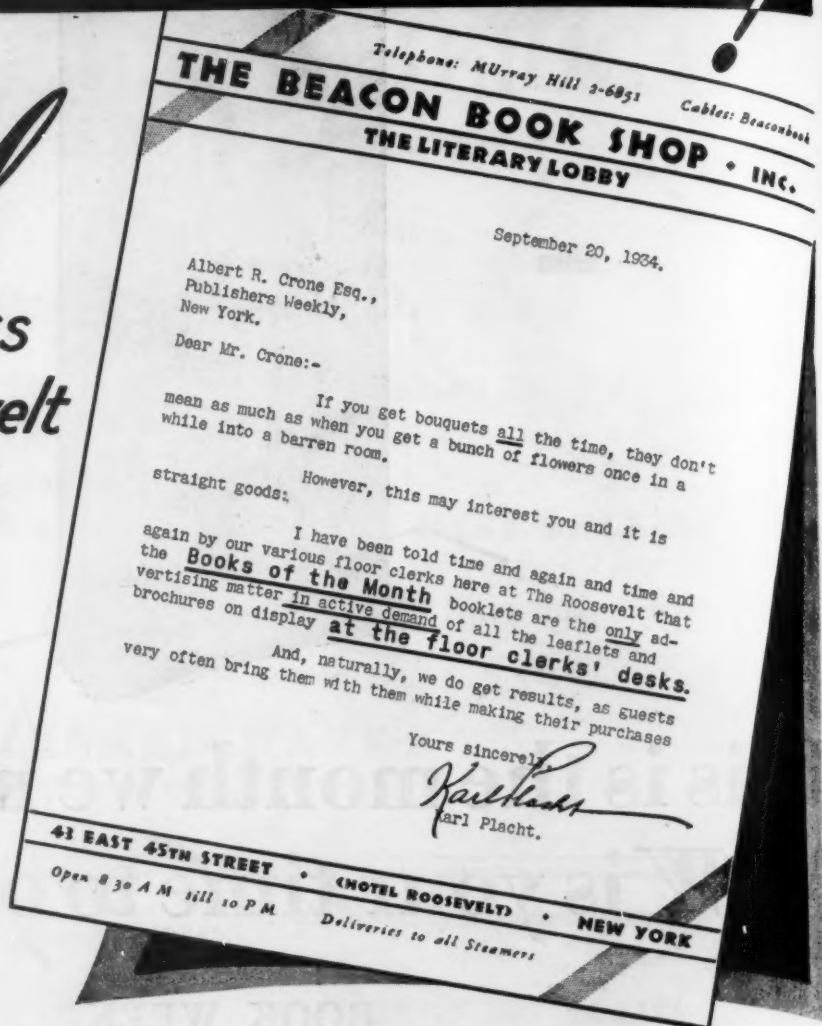
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